FEBRUARY 15, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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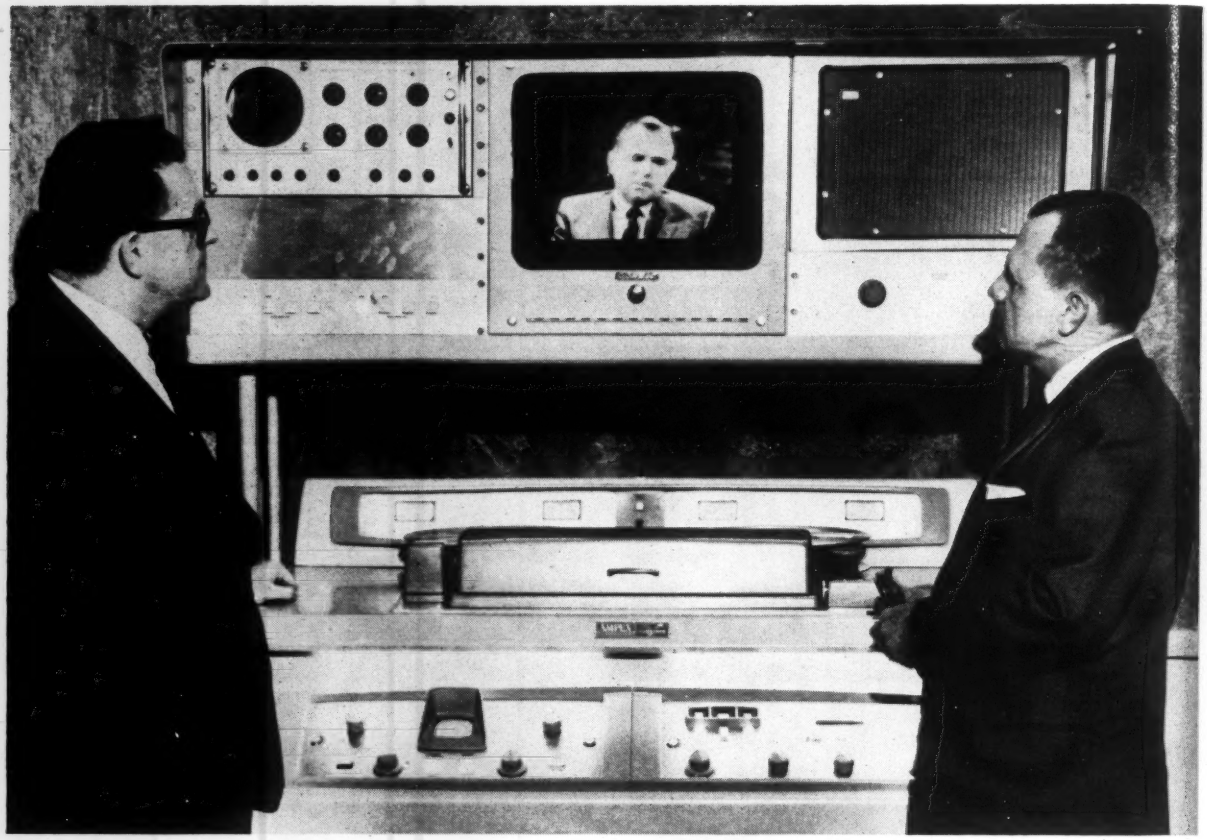
NEW MAJOR SPORTS EVENT!

MICKEY MANTLE • WILLIE MAYS
HANK AARON • FRANKIE ROBINSON
ROCKY COLAVITO • DUKE SNIDER
GUS TRIANDOS • EDDIE MATHEWS
and many others star in . . .

"HOME RUN DERBY"

Baseball's greatest "Long Ball" sluggers SWING FOR THE FENCES!

ZIV Television



Iowa's Governor Herschel Loveless (right) and Don Sullivan, General Manager of KVTV, watch a video tape recording of the Governor made in the KVTV studios.

NO MATTER WHAT TIME IT IS . . .

YOUR SPOTS CAN HAVE THAT "LIVE LOOK" ON KVTV

In addition to giving advertisers a majority of the viewing audience in Sioux City at any time of the day or night—KVTV also offers advertisers a new selling tool—a video tape recorder. Another exclusive service of KVTV in the big quad-state area.

No matter what time it is right now, call your Katz man. Ask to see his latest ARB which proves why KVTV is the best buy in Sioux City.

KVTV

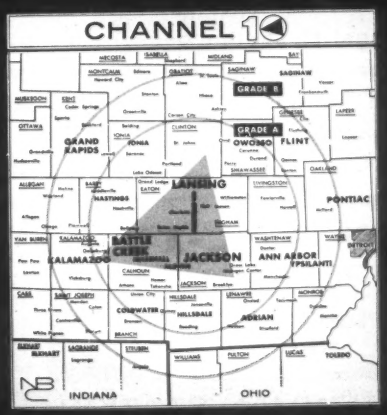
CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC

PEOPLES BROADCASTING CORPORATION

KVTV	. . . . Sioux City, Iowa
WNAX	. . . . Yankton, South Dakota
WGAR	. . . . Cleveland, Ohio
WRFD	. . . . Worthington, Ohio
WTTM	. . . . Trenton, New Jersey
WMMN	. . . . Fairmont, West Virginia

ONE SHOT TAKES ALL THREE

Tap all three barrel-sized markets in Central Michigan—Grade A coverage of an area ranking 11th in retail sales, 26th** in TV households. Let Venard, Rintoul & McConnell, Inc. roll out the facts.*



*SRDS Consumer Market Data

**Television Age 100 Top Markets 11/30/59

WILX TV

SERVING MICHIGAN'S GOLDEN TRIANGLE

WILX is associated with **WILS**—Lansing / **WPON**—Pontiac

WGAL-TV

Depend on a profitable return from your advertising dollar when it is spent on WGAL-TV. This Channel 8 station delivers an audience greater than the combined audience of all other stations in its coverage area. See ARB or Nielsen surveys.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Ratings next? • Next project of House Legislative Oversight Committee may be audience ratings. It was learned last week that Oversight staff members are probing rating services, presumably nosing around on possible rigging. This would invade area opened two years ago by Sen. A. S. (Mike) Monroney (D-Okla.) and still on Senate Commerce Committee future book. Presumably Harris subcommittee intends to pop rating inquiry after it wrings dry its current payola foray.

Station approval • NBC affiliates last Friday were singing praises of network for blue-pencilling Jack Paar's "water closet" sequence day before. Affiliates were mindful of FCC's current revocation proceeding against KIMN Denver which involved disc jockey toilet-flushing sound effect. It wouldn't be surprising if NBC-TV Affiliates' Board of Delegates, at meeting today (Feb. 15) in Boca Raton with NBC brass, adopted resolution commending network for protecting affiliates' interest as well as its own in Paar incident.

Highest bidders • With lawyers for NBC and RKO General in process of drafting agreements for their major market station trades, offers are piling up for RKO's WGMS-AM-FM Washington. Latest is from Gordon B. McLendon, offering $1.5 million. Among others in negotiations are Meredith Publishing Co. and Crowell-Collier, who, like McLendon, are multiple owners.

Tom O'Neil, RKO General president, will make no firm contract on WGMS until NBC deal has passed official muster, including Dept. of Justice clearance. This involves tax-free exchange of RKO's WNAC-AM-FM-TV Boston for NBC's WRCV-AM-TV Philadelphia; $9.5 million sale of WRC-AM-FM-TV Washington to RKO, and contingent acquisition by NBC of ch. 2 KTVU (TV) San Francisco for about $7.5 million (BROADCASTING, Feb. 8).

Government control • How does FCC stand on program control issue, which served as basis of recently concluded hearings? There's been no formal vote but, based on comments and observations, lineup is: Comrs. Bartley, Ford and Lee inclined toward more stringent measures on ground that FCC has authority to consider program performance and balance, both in regard to original applications and renewals; Chairman Doerfer and Comrs. Craven and Hyde disposed toward hands-off policy. Swing man thus would be Comr. Cross, newest member. FCC will adopt policy on each of five issues specified in programing proceedings when it can muster four votes either way.

Money back • American Research Bureau's discovery that vhf signals are reaching farther than commonly supposed (BROADCASTING, Jan. 18) is costing ARB money. ARB has voluntarily been giving station subscribers refunds, in form of credit applying to future subscriptions, because of delays in issuing audience reports. When ARB completed first all-county sweep last fall, it discovered viewing at greater ranges than had previously been recorded. This necessitated re-design of station areas and re-arrangement of Univac system of computing station reports. Reports for many stations have been late, but ARB says it is catching up and will be on schedule soon.

Date for Doerfer • FCC Chairman John C. Doerfer, due back from vacation Feb. 23, will promptly get back into swim on Capitol Hill. House Antitrust Subcommittee, which begins hearings this Wednesday on bills to prohibit bribery and conflict of interest of government officials, expects to hear FCC chairman Feb. 26. House Appropriations Subcommittee on Independent Offices expects to hear FCC membership on fiscal 1961 budget late this month or early next.

British imports • Associated TeleVision, which is assuming sole ownership of Independent Television Corp., New York, by buying Wrather-Loeb half-interest (see story, page 142), appears to be out for bigger share of U.S. tv market for its British product. Group of top ATV executives is slated to visit New York and its ITC subsidiary in about two weeks. ATV reportedly has filmed and shown such "cultural programming" in Britain as dramatic productions of Ibsen, Shaw, Shakespeare and Royal Ballet, has largest mobile tape unit in Europe.

No cops • Proposal of FCC General Counsel John L. FitzGerald that "Office of Enforcement" be created to ride herd on licensees (BROADCASTING, Feb. 8) is likely to meet stiff resistance at Commission level. Actually it's rejuvenation of old idea to which FCC Chairman John C. Doerfer initially gave his blessing, but he changed his mind after further deliberation. Thought now is being given to informal activity in investigatory field through spot checks to keep FCC apprised of conditions so it will have answers when Congress wants them. Presumably this could be done through existing field force and present personnel.

Descent on Detroit • Television Bureau of Advertising, whose annual membership meetings have alternated between New York and Chicago, has switch in mind for 1961. It's booking hotel facilities in Detroit for November that year, hopes to attract automotive interests by meeting in their hometown, give TvB members chance to establish individual liaison with auto people. This November's meeting will be held at Waldorf Astoria in New York.

Ads in Israel • Without fanfare, Kol Israel (Voice of Israel) began commercial radio broadcasting on its "second program" Feb. 1. Two hours were thrown open for commercial spots (no direct sponsorship yet) at 1500 Israeli pounds ($750) per minute to cover roughly 80% of state with 2 million population. Commercial operation was authorized last Jan. 24, limiting six minutes of commercial in hour from 5-6 p.m. and from 10-11 p.m. Sale of time would bring maximum of 900,000 Israeli pounds per year and one advertising agency offered to buy up entire schedule but was turned down.

Quiet introduction of commercial radio augurs introduction of television on commercial basis in not-too-distant future. Newspapers and theaters are vigorously opposing commercial tv for competitive reasons, but Ben Gurion government is conducting full investigation, headed by Abba Eban, minister without portfolio, and former ambassador to U.S. Harry Zinder, director of Israel Broadcasting Service, visited U.S. last December to study tv operations and Hanoch Givton, deputy director, now is in U.S. on three-month study, under auspices of U.S. State Dept.

Down the drain • Some purveyors of payola haven't received their money's worth, to judge by reports submitted by two stations in response to FCC's questionnaire. Both stations reported similar situation—that disc jockey had admitted getting secret payment from record distributors but was in no position to deliver plays. At both stations music selections are made by management committee.

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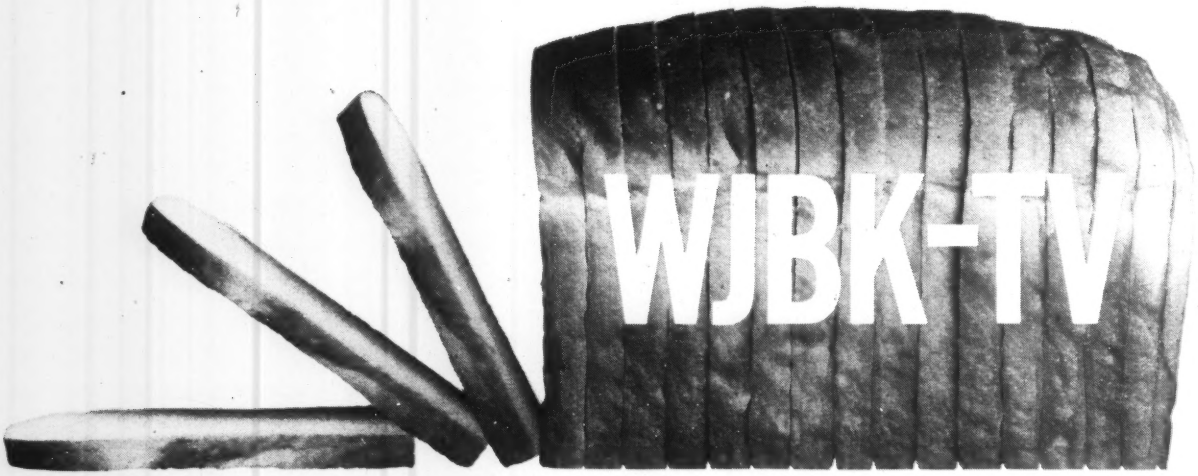
in DETROIT...

you know where you're going with



it's as basic as bread

It's a fact. WJBK-TV is as basic to your advertising budget as bread is to the nation's tables. With WJBK-TV you reach right into 1,900,000 TV homes and help yourself to a slice of the 9 billion dollar sales potential in the nation's fifth market.

a **STORER** station

WJBK-TV • CHANNEL 2 • BASIC CBS • CALL KATZ

WEEK IN BRIEF

MR. TENNYSON

How one blue chip agency views radio • Kenyon & Eckhardt has used the radio medium successfully for a host of top accounts for many years. From this experience it has developed a keen appreciation of radio's fine points—and of the don'ts too. Some of the highlights are related in this week's MONDAY MEMO by Alfred R. Tennyson, K&E vice president in charge of the tv-radio and commercial production departments, Los Angeles. Page **26.**

Finding their places • The network's fall nighttime programming plans are beginning to fall into line. Although still tentative, all three have men on the street feeling out advertiser interest in proposed schedules. So far, fewer than 20 new shows have found their way into the pitches. BROADCASTING reports the current outlook of a fluid situation. Page **31.**

Toiletries and foods • Advertisers of these products place over 34 per cent of gross time purchases on the tv networks, according to TvB's figures for Jan.-Nov. of 1959. Page **34.**

Revamping Ban commercials • All has not been harmony in the effort to revise those controversial statues. Page **39.**

What happened in Boston? • Plenty, testimony indicates in payola hearing—and in Cleveland, too—at Westinghouse stations. But the "play for pay" type of payola was not one of them, disc jockeys say. Also touched on: that Miami Beach disc jockey convention. Page **52.**

FCC reversed in Baton Rouge case • Appeals court overturns FCC on 1959 grant to WAFB-TV Baton Rouge to operate temporarily on ch. 9 there. Split decision says Commission must be more explicit in determining need. Page **64.**

British move in U.S. tv • Associated TeleVision is buying Wrather-Loeb 50% interest of ITC, making ATV first important foreign-owned company that produces and distributes film for tv with a fully-active subsidiary in the U.S. Page **142.**

Feb. 26: The day pay tv goes to Canada • 2,000 subscribers have signed for service in Toronto suburb. Page **151.**

Perspective '60—A Report on Radio-Tv in 1959-60 Page 71

1959—The biggest billings in broadcasting's history Page 72
1960—Even bigger billings in the cards this year Page 74
Changing hands—$120 million a year in station sales Page 80
Congressmen (and relatives) owning radio-tv stations Page 88
A year of trouble—the Washington radio-tv hearings Page 92
The case for self regulation instead of new laws Page 108
An election year—a big test for a new radio-tv law Page 122
What about the tv audience? Have the scandals hurt? Page 126
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ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	60.2	22.0
Mon.-Fri. 12:00 noon 6:00 pm	60.1	18.0

C. E. Hooper — January, 1960

with 5000 WATTS

WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

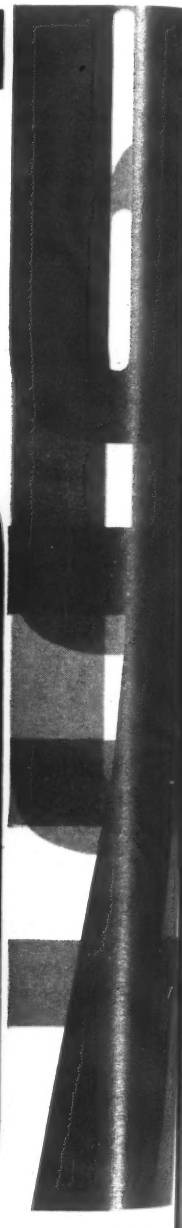
represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC • CHANNEL 10 studios in LANSING.—JACKSON — BATTLE CREEK and WPON — Pontiac

Even the moon is within reach of WMAQ's Sound of the Sixties...the new concept in sound that brings the Chicago area buying audience the programming it wants. Timely, knowing local news...the latest word on international affairs...up-to-the-minute traffic, transportation, and weather information...the newest beeps from outer space...tunes and rhythms of grown-up music. Here's programming an adult, buying audience prefers. Chicago is tuned to the Sound of the Sixties!

OUTER DRIVE TO OUTER SPACE

2385



WMAQ • NBC OWNED • 670 IN CHICAGO • SOLD BY NBC SPOT SALES

MILES

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 31

NBC-TV keeps 'hope', but Paar return dim

NBC-TV was undecided late Friday about future of *Jack Paar Show* following Thursday night incident in which Mr. Paar quit and walked off show during recording of tape which was aired in regular period. Network was hopeful Mr. Paar would reconsider and return but he was reported firm in his decision not to return and to rest on European trip. NBC-TV reported very heavy phone and wire response favoring Mr. Paar.

Network plans to keep show title for two weeks at least, with Hugh Downs continuing to fill in as m.c. Show figures prominently in current lineup, representing about $15 million in billings, and in fall plans (see fall preview story of all networks on page 31).

Unhappy because NBC-TV had deleted from Wednesday night broadcast what it considered off-color joke (involving confusion between "water closet" and "wayside chapel"), Mr. Paar went before taping session Thursday and told audience he was leaving show and network. He then did so. Network elected to leave tape as it was and ran it as scheduled without editing.

Decision to yank joke from Wednesday broadcast was made by newly created standards department of network, one of two divisions set up under James Stabile, head of standards and practices. Ernest Lee Jahncke is head of standards unit. Network substituted hastily-improvised news program into Wednesday's tape where joke would have appeared.

Mr. Paar's departure occasioned intense press and public reaction, was front page on all New York newspapers Friday. NBC-TV said it had received about 3,000 phone calls and 1,500 telegrams by mid-Friday "overwhelmingly" backing Mr. Paar. Network said it did not know whether Mr. Paar would return, but pointed out his contract (under which he earns about $500,000 a year) prohibits his joining another network before 1962.

Fleming leaves M-E

Kenneth Fleming, media director, McCann-Erickson, Chicago, leaves agency about March 1 to assume ownership of Feature Foods Plan merchandising service which he has purchased from estate of late Lyman E. (Pete) Weld. FFP currently is on four tv and four radio stations in Midwest.

IRS on alert

Discussions about whether money and other valuables given to disc jockeys by record companies constitute gifts or income received close attention from one spectator in audience during payola hearing last week. He was Internal Revenue Service agent looking for unreported income (CLOSED CIRCUIT, Nov. 16, 1959). IRS source later indicated 61 district offices will be forwarded information involving their localities.

Stereo group quits

Electronic Industries Assn. regretfully wound up work of its National Stereophonic Radio Committee Friday (Feb. 12) but will continue it on standby basis. Decision to suspend, EIA President David R. Hull said, was because FCC failed to comply with industry request to establish TASO-type organization on stereo (BROADCASTING, Feb. 1). Work of committee on fm stereo will be submitted to FCC.

NARBA action asked

Senate Foreign Relations Committee expressed belief "national interest will be injured" by further Senate delay in ratifying NARBA and U.S. - Mexico broadcasting agreement in report to that body. Committee said it went to extra efforts to give Daytime Broadcasters Assn., which opposes part of Mexican agreement prohibiting nighttime operation of U.S. daytimers on Mexican clears, full hearing, but rest of industry "overwhelmingly supports" treaties. Senate group said failure to ratify may result in "further" derogation of treaties by signatories and that new negotiations might be less favorable to U.S.

Four join CBS

Addition of three affiliates to CBS Radio roster announced by Arthur Hull Hayes, network president. They are WRGA Rome, Ga., which operates on 1470 kc with 5 kw; WGGA Gainesville, Ga., on 550 kc with 5 kw day and 500 w night; WAAX (formerly WCAS) Gadsden, Ala., on 570 kc with 5 kw day and 500 w night; WVLK Lexington, on 590 kc with 5 kw day and 1 kw night. In addition it was understood WCMI Ashland, Ky., which left CBS Radio in February 1959, would return on Feb. 24. It is on 1340 kc with 250 w.

Grey Adv. gets part of Revlon billings

Some $6 million in Revlon billing is changing hands, mostly to Grey Adv.

Billing represents business given up by both C.J. La Roche, which resigns from servicing more than $2.5 million in Revlon products July 1, and by Mogul, Williams & Saylor, which loses cosmetics-toiletries products but retains Esquire shoe polish and leather conditioners (via Knomark which is Revlon-owned).

Grey Adv. is newly-appointed by Revlon, getting $4.5-5 million and six products, while Warwick & Legler, already Revlon agency, receives additional product and more than $1 million in additional billing.

Mogul gives Aqua Marine fragrance and Satin Set to W&L and Top Brass and Hi and Dri to Grey; La Roche products include Love Pat, Moon Drops, Ultima cream and makeup and Sun Bath lotion to Grey and Intimate Fragrance and Baby Silicare to W&L. Warwick & Legler is agency of record for Revlon network tv activity, which reportedly played no part in client-agency parting said to have come about because of differences over time needed for changes to be made in advertising.

Five join Mutual

Five stations, formerly independents, have joined Mutual. They are WAIT Chicago, on 820 kc with 5 kw; WCOW Sparta, Wis., on 1290 kc with 1 kw; WORX Madison, Ind., on 1270 kc with 1 kw; KTRY Bastrop, La., on 730 kc with 250 w day, and KIHO Sioux Falls, S.D., on 1270 kc with 1 kw, directional night.

• Business briefly

One hour in Paris • Renault Inc. through Kudner Agency, N.Y., will sponsor special hour-long program, *Invitation to Paris*, on ABC-TV April 27 (Wed. 10-11 p.m.). Paris show will star French entertainers Maurice Chevalier, Edith Piaf, Jean Sablon, Fernandel, Jacqueline Francois and Patachou.

Full house • NBC-TV's *Bonanza*, western adventure series colorcast on Saturday 7:30-8:30 p.m., is near SRO status with announcement by network last week of five new advertisers joining Miles Labs, which sponsors thirds. Sponsor lineup now stands like this: RCA

AT DEADLINE CONTINUED

via J. Walter Thompson for alternate hours through June; Procter & Gamble via Benton & Bowles for alternate thirds, along with Johnson Motor Co. via J. Walter Thompson, Chicago, E.I. du Pont de Nemours & Co. via BBDO, and Gold Seal Co. via Campbell-Mithun, Minneapolis.

Set for fall • Western Tablet & Stationery Corp., St. Joseph, Mo., maker of school supplies and stationery, has purchased participating sponsorship starting in late summer on Dick Clark's *American Bandstand* on ABC-TV (Mon.-Fri. 4-5:30 p.m.). Back-to-school campaign will be company's national advertising debut, network said. Agency: Bozell & Jacobs, Kansas City.

Daytime shoppers • ABC-TV last week signed following advertisers to daytime (12-4 p.m.) schedules: Beech-Nut Life Savers Inc. for Beech-Nut coffee (Charles W. Hoyt Co.); Best Foods Div. of Corn Products Co. for Nucoa margarine (Dancer-Fitzgerald-Sample); Borden Foods Co. for Super Starlac (D-F-S); Dinner Redy Corp., subsidiary of Lever Bros., for Dinner Redy frozen dinners (Foote, Cone & Belding); EXEC Mfg. Co. for EXEC paste pen (Charles W. Hoyt Co.); General Mills Inc. for cereals (D-F-S); and Whitehall Labs Div. of American Home Products for various products (Ted Bates & Co.).

WEEK'S HEADLINERS

MR. GLASCOCK

MR. COLEE

MRS. COLEE

HARVEY L. GLASCOCK, vp of Metropolitan Broadcasting Corp. and general manager of WHK Cleveland, to similar post with WIP Philadelphia, following Metropolitan's formal acquisition of station Dec. 29. BENEDICT GIMBEL JR., WIP president and general manager under former management, named vp of Metropolitan and also is slated to become director of corporation, with offices both in Philadelphia and New York. RALF BRENT, sales vp and director WIP, becomes assistant to president of Metropolitan in New York. John W. Kluge, Metropolitan chairman of board, also announces new appointments for WTVH (TV) Peoria, Ill. DONN COLEE joins WTVH as general manager from WLOF-TV Orlando, Fla., where he was vp and general manager. His wife, LEE COLEE, becomes director of sales, moving from WLOF-AM-TV where she was sales manager. Metropolitan stations, in addition to WIP, WHK and WTVH, are WNEW-AM-FM-TV New York, WTTG (TV) Washington and KOVR (TV) Stockton-Sacramento, Calif.

PATRICK J. WINKLER, assistant to president of RKO General Inc., assumes additional duties as vp in charge of standards and practices for company, newly-created post. He will be responsible for regulatory matters concerning all RKO General divisions, which cover five tv stations and seven am radio stations, plus the Yankee network, and will conduct special studies of operations within these divisions. He has been with the company since 1949 in various executive positions. PAUL H. MARTIN, general sales manager of KHJ Los Angeles, an RKO General station, appointed national sales manager for KHJ, KFRC San Francisco and WHBQ Memphis, all owned by RKO General. He will headquarter in New York. Earlier he had been sales manager of KFXM San Bernardino, Calif., and general manager of WSKI Montpelier, Vt.

MR. WINKLER

MR. MARTIN

STEPHEN J. MCCORMICK, MBS director of news, headquartered in Washington, D.C., elected vp in charge of news and Washington operations, post relinquished by ROBERT F. HURLEIGH when he became Mutual president last July. Mr. McCormick has been with the network's Washington staff since 1936. JOSEPH F. KEATING, program director, named vp of operations and programs, headquartering in New York. NORMAN BAER, New York bureau chief, appointed director of news and special events for network. He joined Mutual in October 1957, following service as radio-tv writer-producer and as writer for Associated Press and International News Service (now merged with United Press International).

MR. MCCORMICK

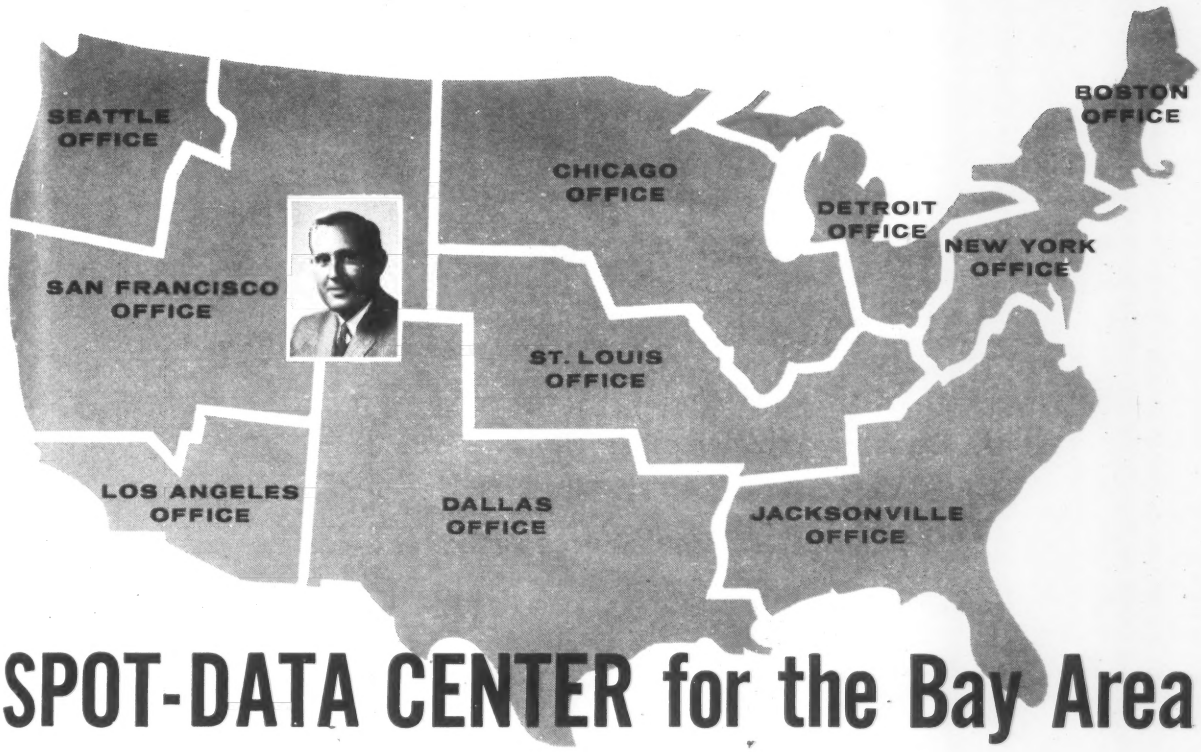
MR. KEATING

MR. BAER

THOMAS A. VELOTTA, vp in charge of special programs, ABC-TV, since last October, named to newly-created post of vp, special projects, news and public affairs, ABC. He will coordinate scheduling and sales developing of ABC's expanded news and public affairs programming. Other appointments following Mr. Velotta's shift: JOHN H. SECONDARI, ABC News' Washington bureau chief, named producer for special projects; ROBERT H. FLEMING, who joined ABC news in 1957 and formerly with *Newsweek*, succeeds Mr. Secondari in Washington, and JOHN T. MADIGAN, of ABC news department, becomes manager, New York bureau. Mr. Secondari will have three unit producers: MARY LAING, WALTER PETERS and HELEN JEAN ROGERS. Mr. Velotta started in broadcasting as NBC page in 1928, moved into news and special events programming and joined ABC when NBC split into Red and Blue Networks. He was elected vp in 1948. In 1954 Mr. Velotta became ABC's administrative officer in news-special events-public affairs, and in 1957 was assigned to ABC-TV's west coast offices where he remained for two years.

MR. VELOTTA

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



SPOT-DATA CENTER for the Bay Area

NED SMITH, *manager of our San Francisco office, one of ten offices providing fast, efficient service to Advertising throughout the U.S.—service that helps advertising dollars deliver extra value.*

Manufacturing is California's major industry — a fact often surprising to those who think of the state mainly in terms of fruit or film. In just six years following World War II, California's industrial production more than doubled.

In helping west coast industries get a greater share of America's consumer dollars, Spot Television has played a big part. And in 25 key markets, the stations that consistently deliver top selling-power per dollar are represented by Blair-TV.

Efficient time-buying demands accurate down-to-the-minute data on these markets and stations — data instantly available to the Bay Area through our San Francisco office.

Blair-TV operates on this basic principle: that alert informed representation is a service vital not only to stations but also to all Advertising, and to the businesses dependent on it for volume and profit. From the first, our list has been made up of stations and markets we felt in position to serve effectively. Today these stations cover 56 percent of America's population — virtually 60 percent of its effective buying power.

In its area, each of these stations stands as a power-house of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

WABC-TV — New York
W-TEN — Albany-Schenectady-Troy
WFBG-TV — Altoona-Johnstown
WNBF-TV — Binghamton
WHDH-TV — Boston
WBKB — Chicago
WCPO-TV — Cincinnati
WEWS — Cleveland
WBNS-TV — Columbus
KFJZ-TV — Dallas-Ft. Worth
WXYZ-TV — Detroit
KFRE-TV — Fresno
WNHC-TV — Hartford-New Haven
WJIM-TV — Lansing
KTTV — Los Angeles
WMCT — Memphis
WDSU-TV — New Orleans
WOW-TV — Omaha
WFIL-TV — Philadelphia
WIIC — Pittsburgh
KGW-TV — Portland
WPRO-TV — Providence
KGO-TV — San Francisco
KING-TV — Seattle-Tacoma
KTVI — St. Louis
WFLA-TV — Tampa-St. Petersburg

"INTERPOL CALLING"

Starring **Charles Korvin**
Produced by
THE RANK ORGANISATION, LTD.
(of **J. ARTHUR RANK** fame)

LIFE Magazine's lead series of the 60's... the fascinating story of INTERPOL and international crime that's capturing headlines all over America... now available for your sponsorship!

EVERYBODY'S BUYING THE SHOW

INDEPENDENT TELEVISION CORPORATION
488 MADISON AVENUE • NEW YORK 22 • PLAZA 5-2100
ITC OF CANADA, LTD.
100 UNIVERSITY AVENUE • TORONTO 1, ONTARIO • EMPIRE 2-1166

ITC

BREWERY ADVERTISERS
like Miller High Life, Blitz-Weinhard, Labatt's Brewing

AUTOMOTIVE ADVERTISERS
like Renault Cars, Dodge Dealers, Volkswagen Dealers

REGIONAL AND LOCAL ADVERTISERS
like Santa Fe Wine, Restonic Mattress, Sealy Mattress

LARGE MARKETS
like Los Angeles, Pittsburgh, San Francisco

MEDIUM-SIZED MARKETS
like Buffalo, Portland, Ore., Miami, Denver

SMALLER MARKETS
like Odessa, Tex., Bellingham, Wash., Medford, Ore.

ABC-TV STATIONS
like WLW-D-TV (Dayton), WJAC-TV (Johnstown-Altoona)

CBS-TV STATIONS
like KFMB-TV (San Diego), KSL-TV (Salt Lake City)

THAT EVERYBODY'S TALKING ABOUT

NBC-TV STATIONS
like KERO-TV (Bakersfield), WDSM-TV (Duluth)

INDEPENDENTS like KPHO-TV (Phoenix)

NORTH like Carthage-Watertown SOUTH like New Orleans

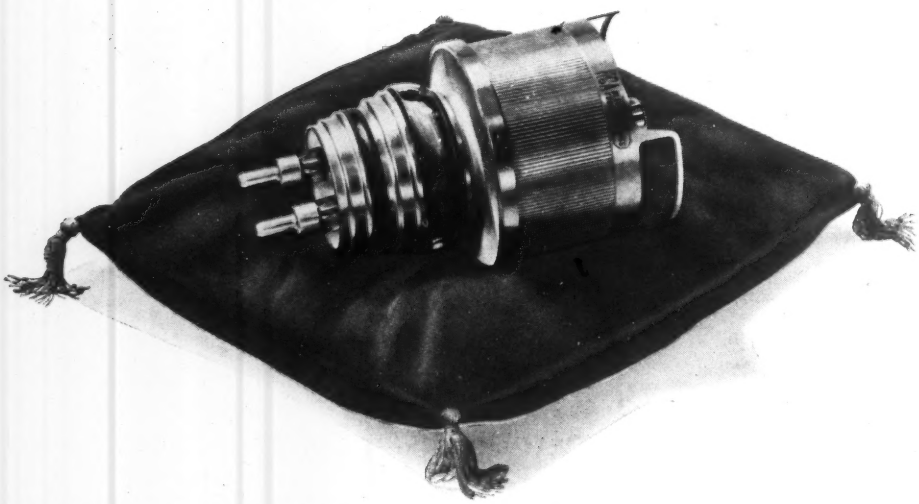
EAST like Wheeling-Steubenville WEST like Honolulu

AND ALL OVER THE WORLD
Australia, Cyprus, Denmark, Eire, England, Japan, Lebanon, Mexico, Northern Ireland, Philippines, Puerto Rico, and Venezuela

In these, and many other markets everywhere, INTERPOL CALLING is the ideal answer to today's television audience appeal needs.

CHIEF ENGINEER'S REPORT ON RCA-6166...

"OLD GRAND-DAD" RETIRES AFTER LONG AND FAITHFUL SERVICE



Henry Goldenberg, Chief Engineer of KMBC-TV, says: "Several RCA-6166 tubes in our 50 Kw TV transmitter have piled up quite an impressive number of hours. One of them—we call it "Old Granddad"—accumulated 28,616 hours on-air before it was finally retired. Two others went well past 18,000 hours before being replaced. We check all tubes regularly and make sure we stick within the proper operating voltages at all times."

The extreme longevity experienced by KMBC-TV is, of course, exceptional. But it is an exception that forcefully demonstrates the high-quality of the RCA-6166.

This inherent quality plus proper care of the field-proven 6166 often results in performance beyond "normal" life expectancy. This means direct benefits in reduced transmitter maintenance and downtime as well as more hours of service per tube dollar.

Your RCA Distributor of broadcasting tubes will be happy to supply your needs promptly. He also carries RCA Sound Tape—the quality tape. Whether it's tubes or tape, count on him for fast delivery.

RCA® **RADIO CORPORATION OF AMERICA**

Electron Tube Division **Harrison, N. J.**

ANOTHER WAY RCA SERVES THE BROADCASTING INDUSTRY THROUGH ELECTRONICS

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

FEBRUARY

Feb. 14-20—**Advertising Federation of America's** National Advertising Week (co-sponsored by Advertising Assn. of the West).

Feb. 15—**Hollywood Ad Club luncheon.** Richard Jencks, president, Alliance of Television Film Producers, will speak on "Tv Films—Their Place in the Hollywood Sun." Hotel Roosevelt.

Feb. 15-16—**Ampex Corp.** Videotape symposium, "Two Years of Videotape Progress." Lawrence M. Carino, general manager of WWL-TV New Orleans, will be among speakers. Sheraton Park Hotel, Washington, D.C.

Feb. 15-19—**National Sales Executives-International** Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel.

Feb. 16—**Chicago Broadcast Adv. Club** monthly luncheon meeting. Guest speaker: Louis Hausman, director, Television Information Office. Sheraton Towers, Chicago.

Feb. 16—**Radio & Television Executives Society** timebuying-selling seminar. Main speaker: Ralph M. Baruch, director of international sales for CBS Films. Hotel Lexington, New York, noon-2 p.m.

Feb. 17—**Hollywood Ad Club** second annual Broadcast Advertising Clinic, all-day session at Hollywood Roosevelt Hotel. Producers' awards for best tv and radio commercials produced in Southern California during 1959 will be presented at luncheon. Phil Seitz of "Advertising Age" and Bill Merritt of BROADCASTING are again chairmen of the awards committee. Marv Salzman of MAC is clinic chairman.

Feb. 17—**Assn. of National Advertisers,** co-op advertising workshop, Hotel Sheraton-East, New York.

*Feb. 18—**Southern California Broadcasters Assn.** Eisaman, Johns & Laws, L.A., will present its outlook on radio. Luncheon at Hollywood Knickerbocker.

Feb. 18-20—Thirteenth annual **Western Radio and Television Conference.** Broadcasters' responsibilities and etv will be among topics discussed. Bellevue Hotel, San Francisco.

Feb. 18-23—**American Bar Assn.** midwinter meeting, Edgewater Beach Hotel, Chicago. ABA board of governors and groups, along with National Conference of Bar Presidents and Fellows of the American Bar Foundation, meet in advance of House of Delegates sessions Feb. 22-23. Progress report on study work with media representatives on controversial Canon 35 (radio-tv access to courtroom proceedings) expected to be filed.

*Feb. 19—**Alpha Delta Sigma** and **Gamma Alpha Chi,** U. of Houston chapters, Advertising Week banquet. Speaker: Gordon McLendon, president, McLendon Corp., on "Radio vs. newspapers—the continuing battle of giants."

Feb. 19—**Senate Interstate & Foreign Commerce Committee** session with spokesmen for federal regulatory agencies, networks, advertising agencies, advertisers, et al., on corrective measures being taken against alleged abuses in radio-tv. Washington, D.C.

Feb. 19—**Sales Executives Assn. and Advertising Club of St. Louis,** combined meeting, Statler Hilton Hotel. Speaker: Robert Hurleigh, president, MBS.

Feb. 20-22—**National Sales Executives-International** mid-winter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

*Feb. 20-21—**Virginia AP Broadcasters**—Washington & Lee U.'s radio newsmen's seminar. Lexington, Va.

Feb. 22-24—**International Advertising Assn.,** first Latin American convention, Caracas, Venezuela.

Feb. 23—**Radio & Television Executives Society** timebuying-selling seminar. Tv personality Dick Clark speaks on the teen-age market. Hotel Lexington, New York, noon-2 p.m.

Feb. 24—**Voice of Democracy** annual contest luncheon and announcement of national winner. Speaker: Rep. Daniel K. Inouye (D-Hawaii) Statler-Hilton Hotel, Washington.

Feb. 24-25—**Fifth annual State Presidents Conference** under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters associations will attend; Voice of Democracy luncheon will be a feature.

*Feb. 29—**Assn. of Maximum Service Telecasters,** technical committee. 1710 H St., N.W., Washington, D.C.

Feb. 29-March 1—**CBS Network Affiliates and Network Officials,** special conference. Shoreham Hotel, Washington. Speakers will include Sen. Warren G. Magnuson (D-Wash.), chairman, Senate Interstate and Foreign Commerce Committee; Rep. Oren Harris (D-Ark.), chairman, House Interstate and Foreign Commerce Committee and House Legislative Oversight Subcommittee; FCC Chairman John C. Doerfer and FTC Chairman Earl Kintner.

MARCH

*March 1—**New York State Assn. of Radio-Tv Broadcasters,** third annual legislative dinner. Speakers: Louis Hausman, director of TIO, Gov. Nelson Rockefeller. Sheraton Hotel, Albany.

*March 1—Comments due on **FCC** rulemaking requiring licensees to adopt procedures against payola and program deceptions.

March 1—**Radio & Television Executives Society** timebuying-selling seminar. John F. Hurlbut, director of promotion-public relations, WFBM-TV Indianapolis, and Harold A. Smith, program promotion-merchandising manager, Needham, Louis & Brorby, handle topic, "It Takes Two To Tango In Agency-Station Cooperation." Hotel Lexington, New York, noon-2 p.m.

*March 2—**Assn. of Maximum Service Telecasters,** board of directors meeting. Shoreham Hotel, Washington, D.C.

March 7-11—**National Sales Executives-International** San Francisco Field Sales Management Institute, Hotel Mark Hopkins there.

March 8—**Radio & Television Executives Society** timebuying-selling seminar. John F. Howell, CBS Films' vice president-general sales manager, and Herminio Traviesas, vice president and manager, radio-tv department, BBDO, on "Syndication as a Media Buy." Hotel Lexington, New York, noon-2 p.m.

March 8-11—**Audio Engineering Society** west coast convention, Alexandria Hotel, Los Angeles.

March 9-11—**NAB Board of Directors,** Statler Hilton, Washington (postponed from Jan. 27-29). Tv Board meets March 9; Radio Board March 10; Joint Boards March 11.

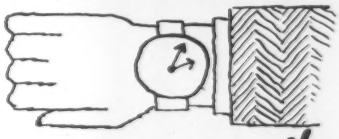
March 13-14—**Texas Assn. of Broadcasters** spring meet, Rice Hotel, Houston.

March 15—**Radio & Television Executives Society** timebuying-selling seminar. Richard S. Salant, vice president of corporate affairs, CBS, Inc., and speaker from advertising agency of one of the major political parties, discuss "The Fall Political Campaigns and Broadcasting." Hotel Lexington, New York, noon-2 p.m.

March 15—**Academy of Television Arts & Sciences** at New York, forum on educational tv, NBC.

*March 17—**Southern California Broadcasters**

EVERY MINUTE



OF THE DAY*

MORE PEOPLE

(more men, more women, more teeners, more children)

IN SAN ANTONIO

ARE LISTENING TO

KONO RADIO

THAN TO ANY OTHER STATION

*as computed by PULSE and by HOOPER!

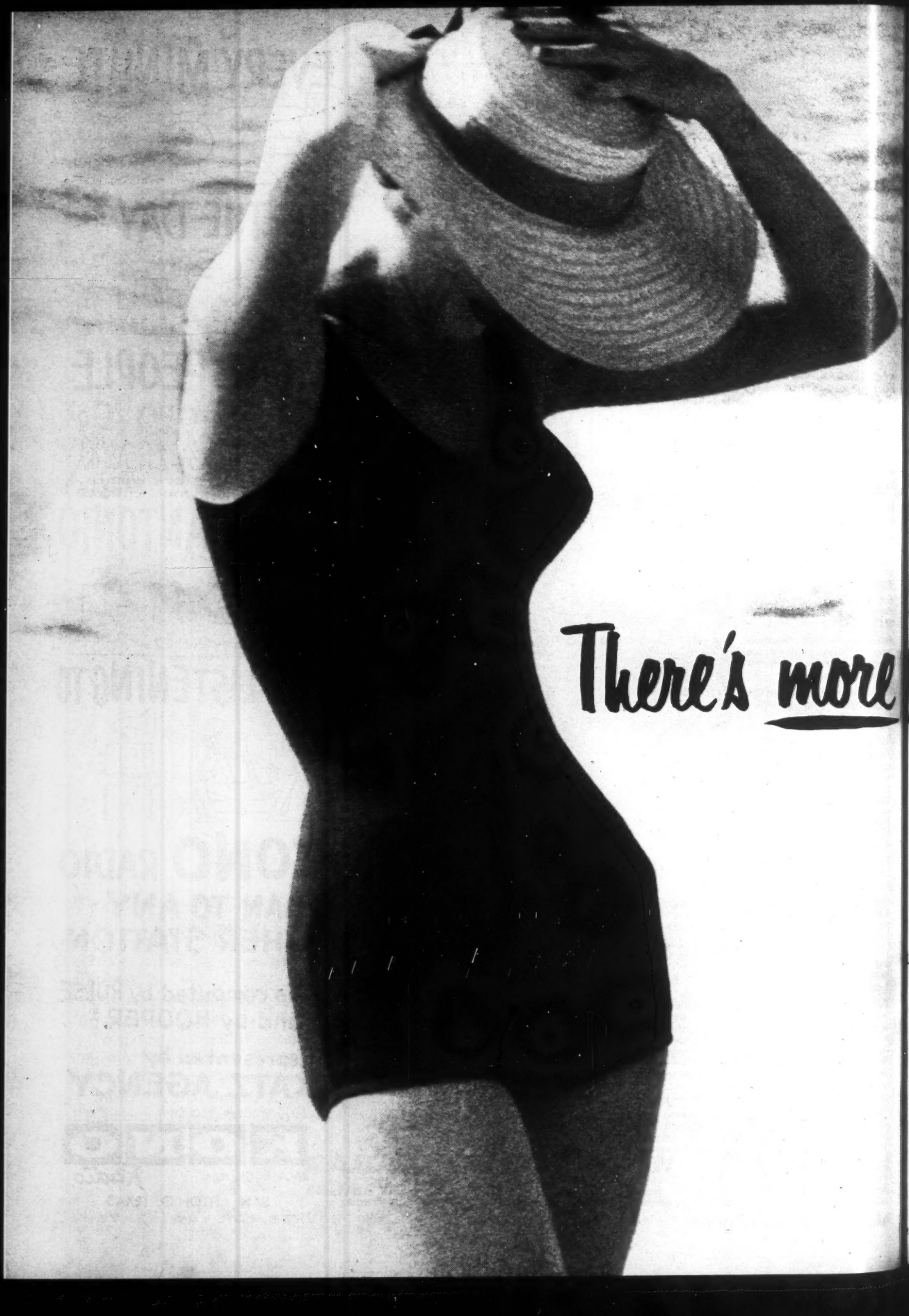
Represented by
KATZ AGENCY

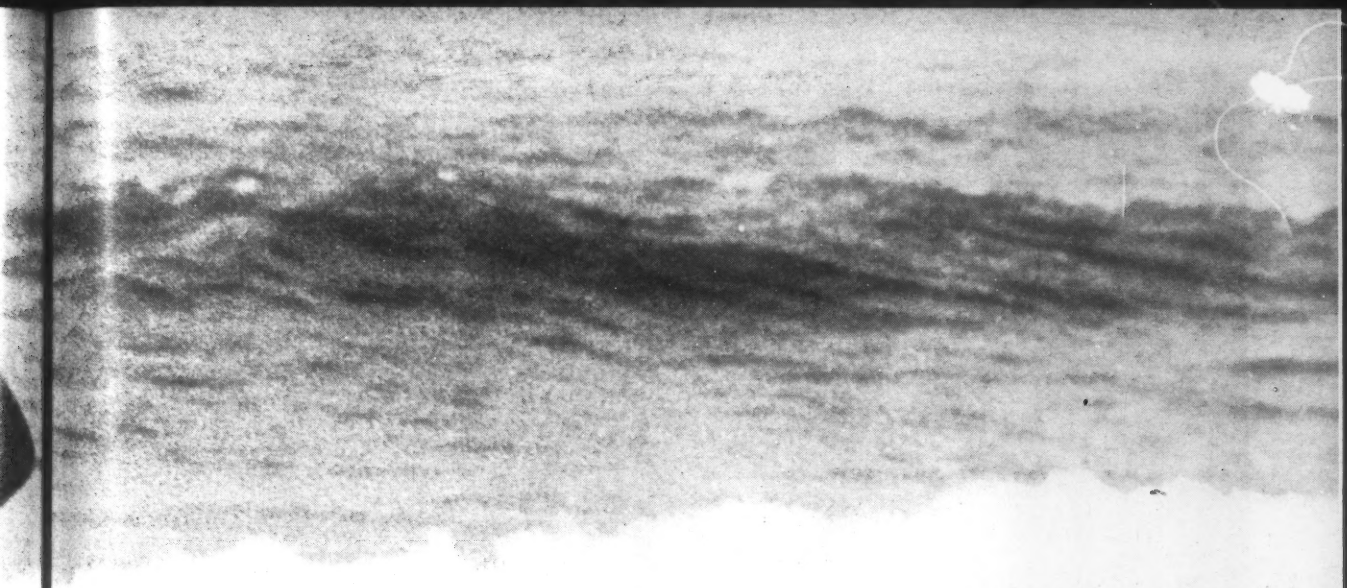
5000 Watts • 860 KC

KONO Radio

JACK ROTH, Mgr.

SAN ANTONIO, TEXAS


There's more to



to Florida...

There's **WJXT** in Jacksonville, where the most alluring figures are everyday statistics! WJXT starts out with well over double the county coverage in Northeast Florida and South Georgia...and goes on to all but monopolize the Nielsen ratings, in all time periods, inside Jacksonville, utside Jacksonville, any way you figure it.

Example: 166 out of 168 quarter-hour wins between 6 p.m. and midnight! Compare any category; you'll find there's more, *much more* to WJXT.

WJXT 4

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

rated by The Washington Post Broadcast Division:

JXT *Channel 4, Jacksonville, Florida* **WTOP Radio** *Washington, D.C.* **WTOP-TV** *Channel 9, Washington, D.C.*

Assn. Campbell-Mithun, Hollywood, will present progam. Luncheon at Hollywood Knickerbocker.

March 17-19—Advertising Federation of America Ninth District convention, Cornhusker Hotel, Lincoln, Neb.

March 18-19—Arkansas Broadcasting Assn., annual spring meeting. Principal speaker: John F. Meagher, NAB vice president for radio. Petit Jean State Park, near Morrillton.

March 20-23—National Educational Television & Radio Center, meeting of program managers of affiliated stations, KUHT (TV) Houston.

***March 21-26—Northwestern U.** second annual Short Course for Newsmen in Crime News Analysis and Reporting, Fisk Hall, Evanston (Ill.) campus, under co-sponsorship of university's Medill School of Journalism and School of Law. Among speakers: William Garry, news and public affairs director of WBBM-TV and Len O'Connor, newscaster and commentator with WNBQ (TV) and WMAQ both Chicago.

March 21-23—Canadian Assn. of Broadcasters, annual convention. Meetings this year will deal primarily with business of association and BMI Canada Ltd. Latter will be open to advertisers and agency executives, but CAB meetings will be for members only. Chateau Frontenac Hotel, Quebec City, Que.

March 21-24—Institute of Radio Engineers national convention, Coliseum and Waldorf-Astoria, New York.

March 31—Academy of Television Arts & Sciences forum on "Do They [ratings] Really Know?"

APRIL

April 1—Comments due on **FCC** rulemaking to duplicate 23 clear channels with additional nighttime service.

April 1-3—Women's Advertising Clubs eastern inter-city conference, Sheraton-Biltmore Hotel, Providence, R.I.

April 2—Assn. for Professional Broadcasting Education, Conrad Hilton Hotel, Chicago.

April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks 10-11:30 p.m. EST.

***April 4-6—American Management Assn.'s** national packaging conference, Convention Hall, Atlantic City, N.J.

April 4-7—National Premium Buyers 27th annual exposition, Navy Pier, Chicago. Premium Adv. Assn. of America will hold its annual conference in conjunction with exposition at same site April 5. And the National Premium Sales Executives conducts its sales and distribution seminar April 3. Social highlight: Premium Industry Club banquet April 6. Headquarters for the NPBE: Congress Hotel, Chicago.

April 5—Broadcast Pioneers annual dinner meeting. Sol Taishoff, publisher of BROADCASTING, is chairman of banquet committee. Conrad Hilton Hotel, Chicago.

April 6—Academy of Television Arts & Sciences forum on New York station operations, ABC.

***April 9-10—Disc Jockey Assn.,** membership meeting. Minneapolis (site to be selected).

***April 11**—Deadline for filing reply comments to proposed **FCC** amendment of **CONELRAD** manual BC-3 to provide for transmission standards for the CONELRAD attention signal. Deadline for reply comments is April 25.

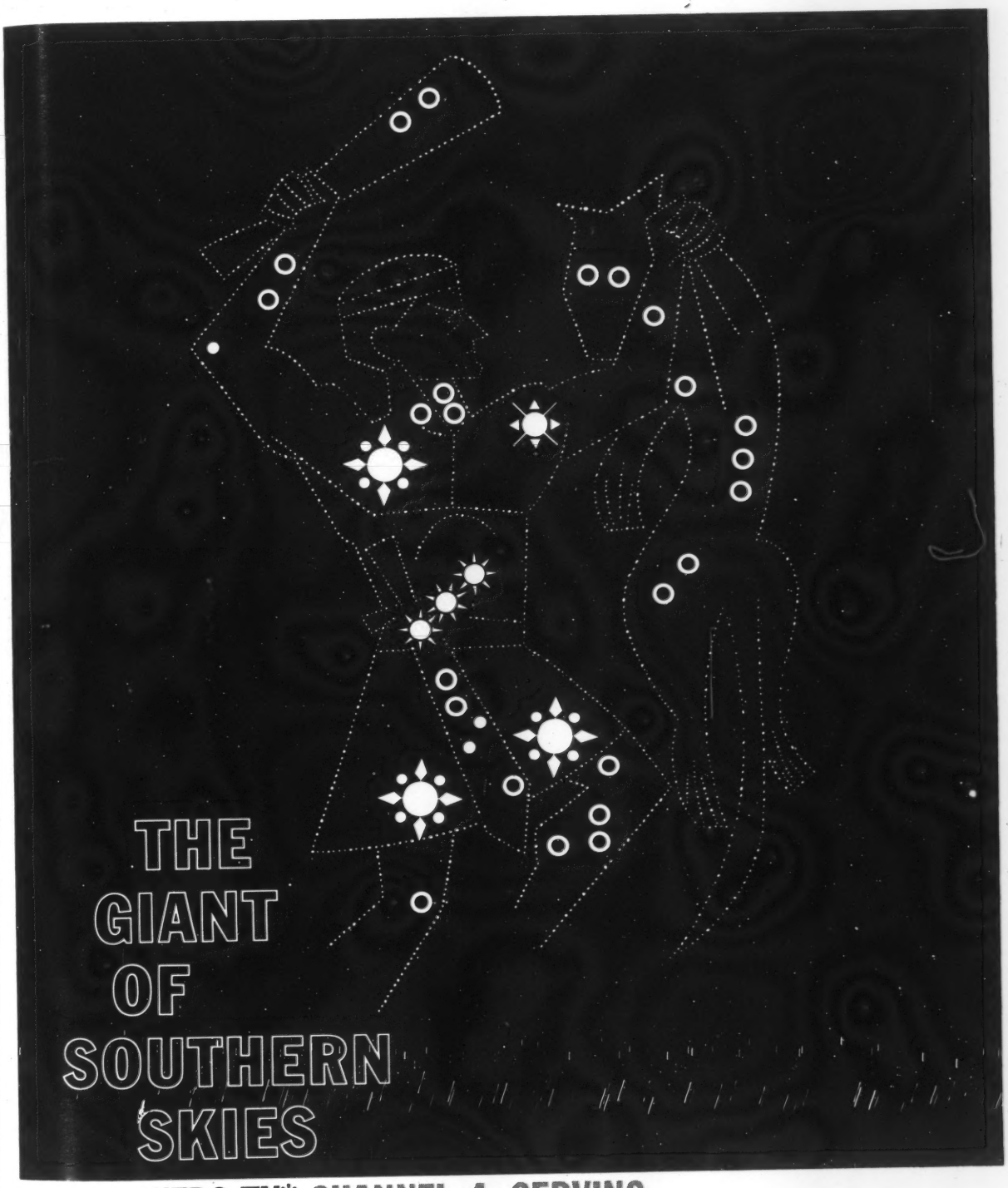
April 13-16—American Public Relations Assn. conference, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.

April 19—Comments on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations.

***April 20-21—Council on Medical Television** second meeting. Discussions and demonstrations open to Council members and invited observers. Clinical center, National Institute of Health, Bethesda, Md.

***April 21—Southern California Broadcasters Assn.** Luncheon meeting with program to be presented by Cunningham & Walsh, L.A. Hollywood Knickerbocker.



WFBC-TV* CHANNEL 4, SERVING GREENVILLE-SPARTANBURG-ASHEVILLE ANNOUNCES THE APPOINTMENT OF AVERY-KNODEL, INC. AS EXCLUSIVE NATIONAL SALES REPRESENTATIVE EFFECTIVE FEBRUARY 1, 1960

*GREENVILLE, S. C.

greatest acceptance

SOURCE NIELSEN STATION INDEX, NOV.–DEC., 1959 STATION TOTAL, 6 AM-MIDNIGHT, 7-DAY WEEK

e ever!

*56.8%

SHARE OF AUDIENCE

NOTHING SELLS LIKE ACCEPTANCE . . .

For 35 years in Minneapolis-St. Paul, WCCO Radio's acceptance has always been tops. Now it's at an all-time high—**56.8% share of audience.** That's the greatest share ever recorded since Nielsen began measuring the market. More so than ever, WCCO Radio delivers more listeners than all other Minneapolis-St. Paul stations **combined--at the lowest cost per thousand.** Makes this the perfect time to put your sales story where it will enjoy the **greatest acceptance ever!**

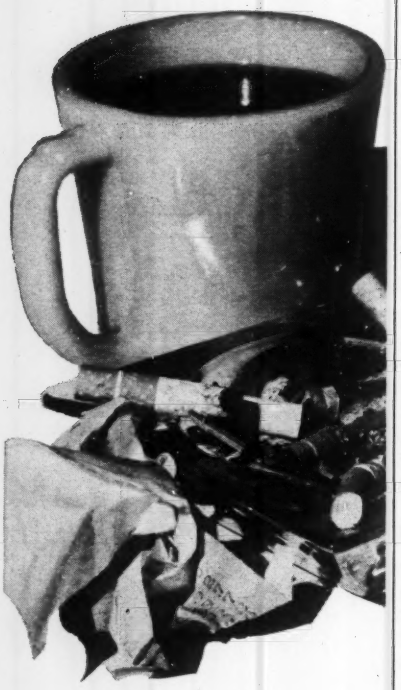
WCCO RADIO delivers more listeners than all other Minneapolis-St. Paul stations combined!

WCCO Radio	56.8%
Station B	17.1%
Station C	4.6%
Station D	4.5%
Station E	4.5%
Four other stations	12.5%

WCCO RADIO

Minneapolis • St. Paul

Northwest's Only 50,000-Watt
1-A Clear Channel Station
• Represented by CBS
Radio Spot Sales



*After Statistics**

THEN WHAT?

We have no quarrel with statistics. After all, they've been pretty good to us. But *sales* are made by audience response, and a responsive audience is *earned*.

KOIN-TV's high standards of program service have earned the type of confidence that causes people to respond and act. "Let's Face It," for example, is a weekly no-holds-barred panel discussion on matters of critical public interest, moderated by an ex-Governor of Oregon. Such bold programming in the service of its audience has brought rich reward in public confidence to KOIN-TV... and to its advertisers. This is why KOIN-TV is one of the nation's outstanding advertising media.

*Such as: (a) Highest Nielsen ratings in the area, and (b) widest coverage in the region... 7 of every 10 homes in Portland and 32 surrounding Oregon and Washington counties (Nielsen NCS #3).

KOIN-TV
PORTLAND
CHANNEL 6

One of the Nation's Great *Influence* Stations
Represented Nationally by CBS-TV Spot Sales

OPEN MIKE

Cunningham on control of tv

EDITOR: . . . I appreciate the way you've handled my opinions (page 35, Jan. 25) because whenever I have gotten into controversial areas previously, I have not always been fairly handled by the press.—*John P. Cunningham, Cunningham & Walsh, New York*

Monday Memo 'brilliant'

EDITOR: Clay Stephenson's MONDAY MEMO in your Feb. 1 issue was a brilliant piece of writing and is true to the theme. But he overlooked one major reason for a lot of inferior thinking and that is the fervor everyone places on ratings . . .—*David A. Bader, President, Durham Telefilms Inc., New York*

Inter-media cooperation

EDITOR: May I suggest that your story in the Jan. 25 issue (page 64) on the Worcester school board ban to keep WNEB from covering its meetings might have been even more interesting if it had pointed out that the *Worcester Telegram,* which editorially defended WNEB's coverage, owns WTAG, a competitor of WNEB.

You may have heard this from other sources, but I'm writing in case my *Telegram* friends and former associates up there are too modest to point this out to you themselves. . . .—*Joseph C. Dine, Ted Bates & Co., New York*

Music & management: Part II

EDITOR: My comments on music and management (OPEN MIKE, Dec. 28, 1959) were necessarily brief and, for that reason, apparently misunderstood by some. I did not mean to infer that management should not know or care what music is being played by the disc jockey. On the contrary, if management would listen more to its own programs, their overall quality would surely improve.

My point was that disc jockeys should know music and be responsible persons who can be trusted to program their own shows interestingly and individually. Their standards should in every way be high. Whenever a jockey repeatedly plays records in poor taste or continually programs large doses of music aimed at a very limited segment of the available audience, a reprimand (or worse) is certainly in order.

However, a valuable performer (who must have at least a modicum of artistic temperament) can be undermined by unnecessary small criticisms, or by having his music prescribed for him.

A good disc jockey wants to respect management. He has no desire to usurp any of its traditional powers. But he is self-respecting, too, and wants the freedom he needs to do his best work.—*Tom Eldridge, Hollidaysburg, Pa.*

A miss makes Mrs. of Miss

EDITOR: Thank you for the splendid coverage you gave my address at the Retail Advertising Conference (page 44, January 18 issue). . . . One thing: I've been trying for years to get a "Mrs." in front of my name. I see by your article I have succeeded.—(Miss) *Josephine Brooker, Advertising Manager, Buttreys Dept. Store, Great Falls, Mont.*

KULA ownership status

EDITOR: In regard to your story on page 76, Feb 8 issue, I should like to set the facts straight on new ownership of KULA Honolulu. Purchaser (for $500,000 from Jack Burnett) is Charles Stuart III and not Stuart Investment Co. Latter is owner of other stations you mention but KULA is the first broadcasting venture for Charles Stuart III, nephew of James Stuart, president of Stuart Investment. Upon FCC approval, I will make my home in Honolulu and direct property as president of KULA Broadcasting Corp. — *Charles Stuart III, Lincoln, Neb.*

FCC hearing coverage

EDITOR: I just wanted to take this opportunity to tell you what a tremendous job BROADCASTING has done in its coverage of the FCC hearing. It has been complete and accurate and has done a magnificent job in giving the sense of the statements and questioning.

This, as anyone who has read the lengthy transcripts can testify, is a difficult job. It reflects the work of good reporters with a solid background of understanding. This is a tremendous contribution to understanding—*Louis Hausman, Director, Television Information Office, New York*

Market report on Hawaii

EDITOR: I would like to take this opportunity to congratulate you for the

BROADCASTING

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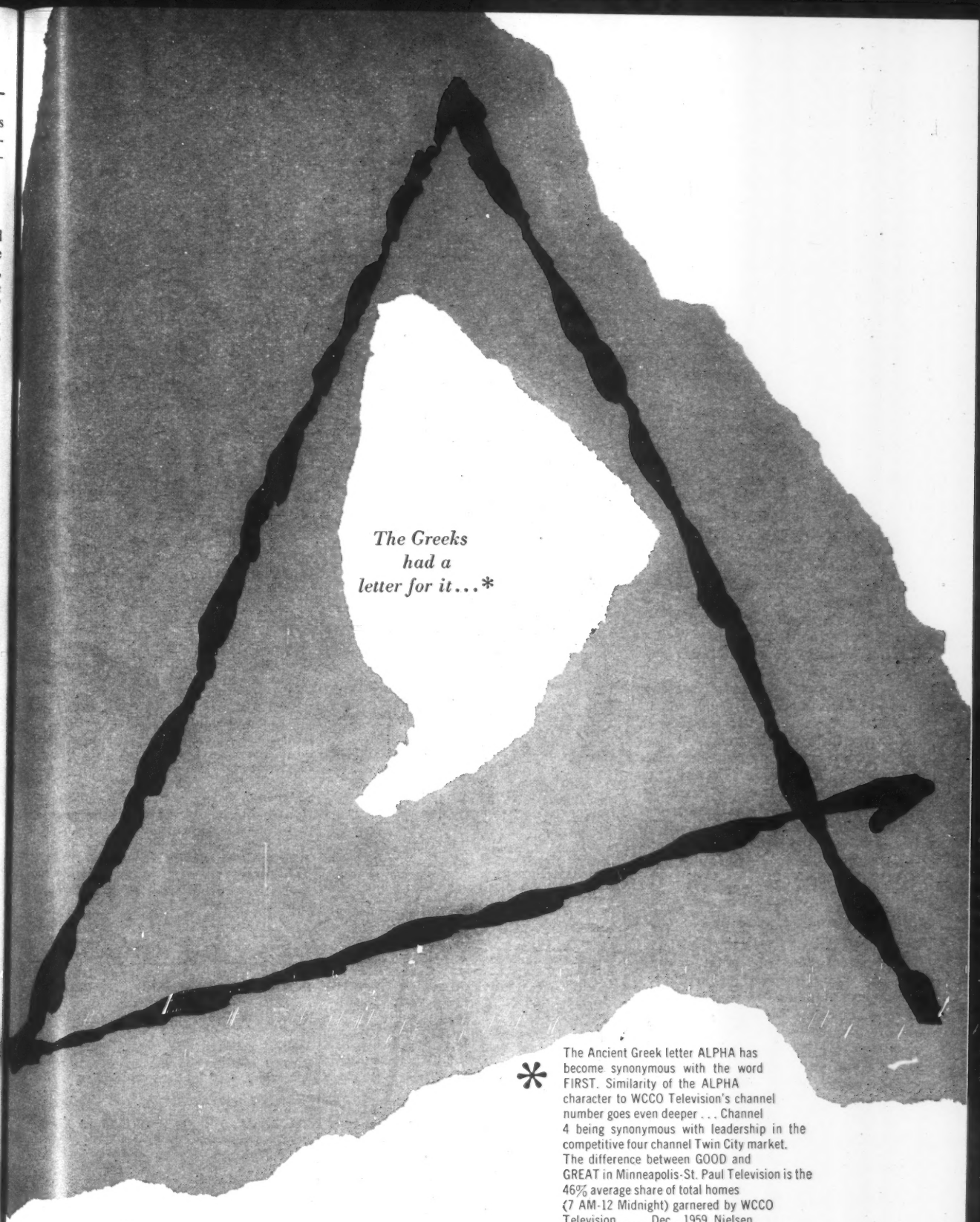

* The Ancient Greek letter ALPHA has become synonymous with the word FIRST. Similarity of the ALPHA character to WCCO Television's channel number goes even deeper . . . Channel 4 being synonymous with leadership in the competitive four channel Twin City market. The difference between GOOD and GREAT in Minneapolis-St. Paul Television is the 46% average share of total homes (7 AM-12 Midnight) garnered by WCCO Television . . . Dec., 1959 Nielsen.

WCCO TELEVISION • CHANNEL 4

CBS IN THE NORTHWEST
Represented by
Peters, Griffin, Woodward, Inc.

excellent portrayal of Hawaii as it is today (page 67, Jan. 18).—*Rep. Daniel K. Inouye (D-Hawaii)*

EDITOR: . . . exceptionally well done and all the comments I have heard from Hawaii were extremely good.—*H. Walton Cloke, Coordinator of Public Relations, Kaiser Industries Corp., Washington*

[Reprints are available, 20¢ each.—THE EDITORS]

Radio's stay-awake record

EDITOR: Today I was looking through some back issues and ran across the article "Honolulu d.j. fights Morpheus for 9 days" (page 62, Dec. 28, 1959).

Without any intention of hurting Tom Rounds' feelings, I feel that I owe it to myself and my former employer, WKEI Kewanee, Ill., to bring the following information to your attention. On Aug. 16, 1959, the undersigned broke the "wake-a-thon" record established by Peter Tripp, also that of Stan Major, formerly of Peoria, who broke Tripp's record and subsequently lost his title to Jim Austin of Miami (229½ hours if my memory serves me correctly).

My wake-a-thon was carried out in the showrooms of Lauterborn Buick-Pontiac, Kewanee . . . I was under constant supervision. . . .

In one respect I was more fortunate than Mr. Rounds in that I suffered no ill effects and quit only at the request of the doctor and my employer . . . I slept well for 18 hours . . . visited friends for 4 hours, slept for another 12 hours, then went back on my regular work schedule.

Anyone who wishes to claim a new record will have to stay awake for longer than 231 hours and 11 minutes —my record—*Robert Murray Wright, WAIK Galesburg, Ill.*

'Minds in conflict' reprints

EDITOR: (Editorials, Dec. 7, 14, 1959) are masterpieces of good writing and of straightforward, constructive, meaningful thinking. Hats off! I'd like to send copies of "Minds in conflict" to all of your fellow members and because I'm sure there will be requests for extras could you start me off with 150 to 200 reprints . . .—*William K. Beard, President, Associated Business Publications, New York*

[Reprints containing both editorials are available. 10¢ each—THE EDITORS.]

'Politics over principle'

EDITOR: Your editorial "Politics over principle" in the Feb. 1 book was right on target—one of the most powerful I have read.—*Miller C. Robertson, President KUEN Wenatchee, Wash.*

BROADCASTING PUBLICATIONS INC.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

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SUNDAY ON KRLA

SOUND OF HIS MUSIC 8:00 AM
Selected hymn for the day.

RELIGIOUS NEWS REPORTER 8:10 AM
Religious news analysis from the National Conference of Christians & Jews.

THE ROSARY HOUR 8:15 AM
Special program of religious meditation for all people.

SPIRIT OF TODAY 8:30 AM
Application of the Bible to modern life as seen by representatives of the Catholic, Protestant and Jewish faiths. Rebroadcast 11:30 PM.

HIGH MASS 9:00 AM
Live remote from Church of the Immaculate Conception, Los Angeles.

SCOPE UNLIMITED 10:00 AM
Documentary presentation of all sides of all issues important to Southland residents, prepared by KRLA Public Affairs Department.

SEMINAR 10:30 AM
Representatives of five universities review topics of educational importance.

MORNING WORSHIP SERVICES 11:00 AM
Live remote from Lake Avenue Congregational Church of Pasadena.

DAILY ON KRLA

SOUND OF HIS MUSIC 5:50 AM

THOUGHT FOR THE DAY 6:15 AM

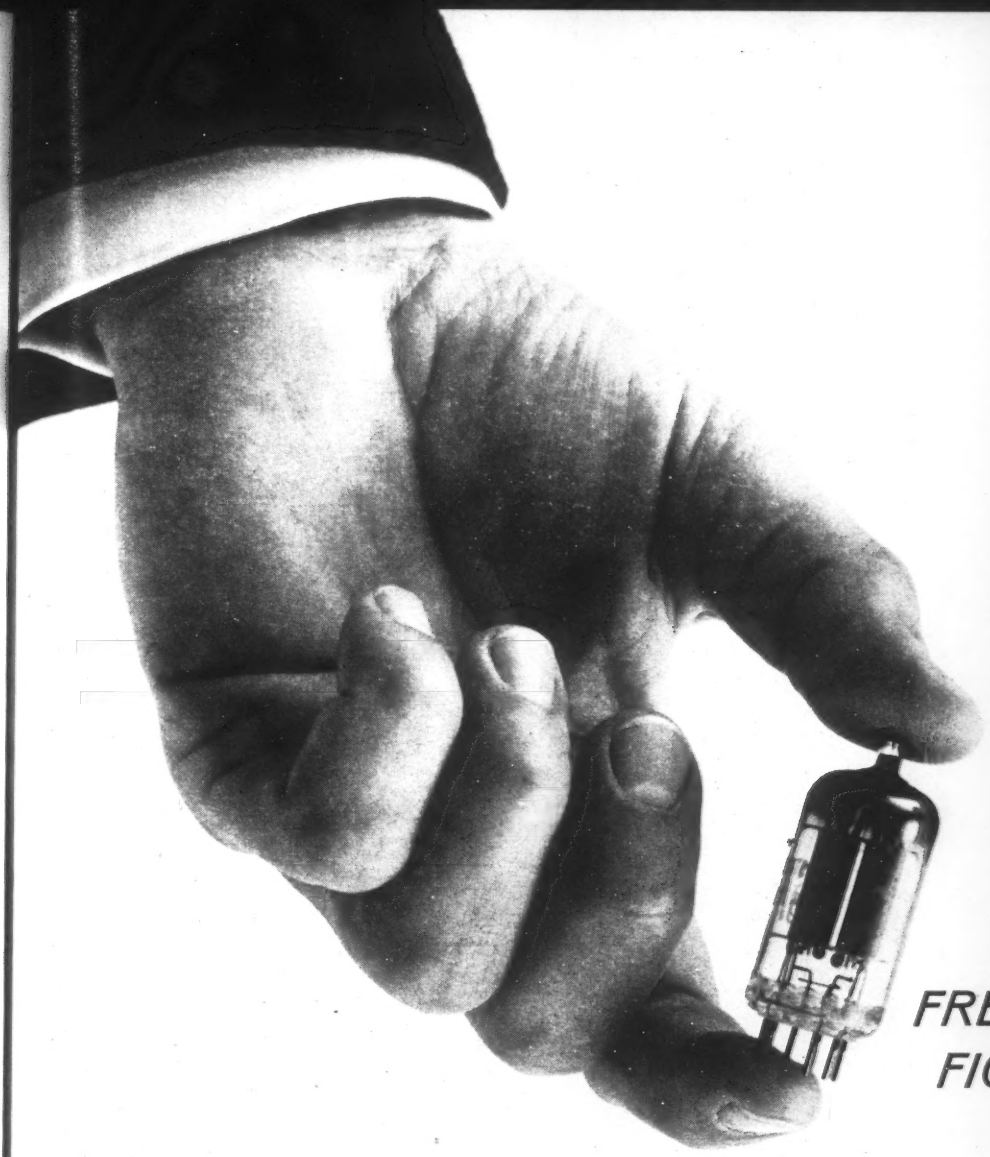
TOPIC: YOUTH 9:00 PM
Salutes a different high school each day with news and feature highlights.

CALIFORNIA 11:00 PM
Ten-minute reports from leaders of education, government and industry.

DIAL 1110 / 50,000 WATTS

KRLA

RADIO LOS ANGELES



FREEDOM FIGHTER?

One *tube*... a freedom fighter? In free radio, *every* component—electronic and human—must share its responsibility in the never-ending fight for the rights of free people: freedom of speech and worship, freedom from want and fear. At KRLA, Radio Los Angeles, this responsibility translates itself into a wisely-balanced program schedule: music and news to appeal to most of the people most of the time ... planned blocks of religious, educational and discussion features to serve all the people all the time.

DIAL 1110 / 50,000 WATTS

KRLA

RADIO LOS ANGELES

Newest among the leaders serving America's greatest radio market

6381 Hollywood Blvd., Los Angeles 28 • Represented nationally by Donald Cooke Inc., New York, Chicago, San Francisco

MONDAY MEMO

from **ALFRED R. TENNYSON,** *vice president, television-radio and commercial production departments, Kenyon & Eckhardt, Los Angeles*

How one blue chip agency views radio

Maybe it's because radio has been around longer. Maybe it's because it has dinned at us too much. But listeners have developed an almost complete psychological deafness to commercials that follow the old tired grooves.

The reward for being fresh is greater in radio than in any other medium. So say the researchers and so says Kenyon & Eckhardt.

The formula for keeping freshness in our radio commercials is a set of principles that has been documented and kept up to date within the agency ever since Board Chairman Edwin Cox was creative director. At that time he began analyzing successful advertising in all media to find the characteristics that apparently insured successful communication.

We put these principles into daily use here in the production of commercials for a number of top accounts. We think they are good principles because they get results.

Radio as an entertainment form has changed a lot since tv. So has its role in American life. But this lively member of our available media refuses to be killed by its glamorous successor. What have we learned about radio's use?

People Hear in Pictures • Researchers make the interesting observation that people respond when they can picture what they hear in commercials. They suggest that we use words and present situations that people can easily visualize. Abstractions are a waste of time.

Listeners wonder where the yellow went because they can see the yellow. A household antiseptic reconstructed an accident so that people had a picture of it. The radio writer should train himself to write in graphic terms.

We list "simplicity" under the cardinal virtues of all advertising. But it has a special significance in radio commercials.

Nine-tenths of commercials attempt to do too many things, to get over too many ideas, to flash too many changes of scene, to present too many arguments. Again, the law of parsimony—do less and do it better.

Outlaw the Stooges • Let us, once and for all, banish from commercials the technique of the double stooge. This means a stilted dialogue in which two unbelievable characters ply each other with sales points in language that is barely recognizable as human speech. Imagine a tot of six addressing her mother like this:

TOT:	Mummie, I just love my milk since you've been enriching it with this delicious Double-dextrous Malt-a-lac Chocolate compound.
MUMMIE:	Yes, darling, you really drink your milk now.
TOT:	And, Mummie, every nutritious crystal dissolves instantly. And have you noticed how the complete Vitamin B complex is making me strong in fourteen different ways?
BOTH TOGETHER:	Right—when it's Schmaltz's Double-dextrous Malt-a-lac Compound, we're sure!

Have you ever been three rooms away from a radio and known instantly when the commercial came on? The pitch and tone of voice are different. It is either sugary or frantic. Often the decibels bounce off the walls. Combine this manner with the "commercialese" in which the scripts are written and it's little wonder that listeners become tone-deaf.

Alfred R. Tennyson previously headed K&E's commercial production department in New York since its formation in December, 1955. He was elected vice president in 1956. He joined K&E as television-radio producer in 1951; before that he was television-radio producer with Cunningham & Walsh and also night manager of WHN New York for two years. His responsibilities now include both commercial production and programming and supervision of all California-filmed commercials.

The road to salesmanship begins with writers and salesmen-on-the-air who act like human beings and who are acutely aware of the sense of values of the people at home or in their cars.

Who Says It? • One of the simplest things we have learned is that the personality of the salesman is almost as important as what he says. It is an elemental rule of human persuasion that people give their confidence to individuals they like.

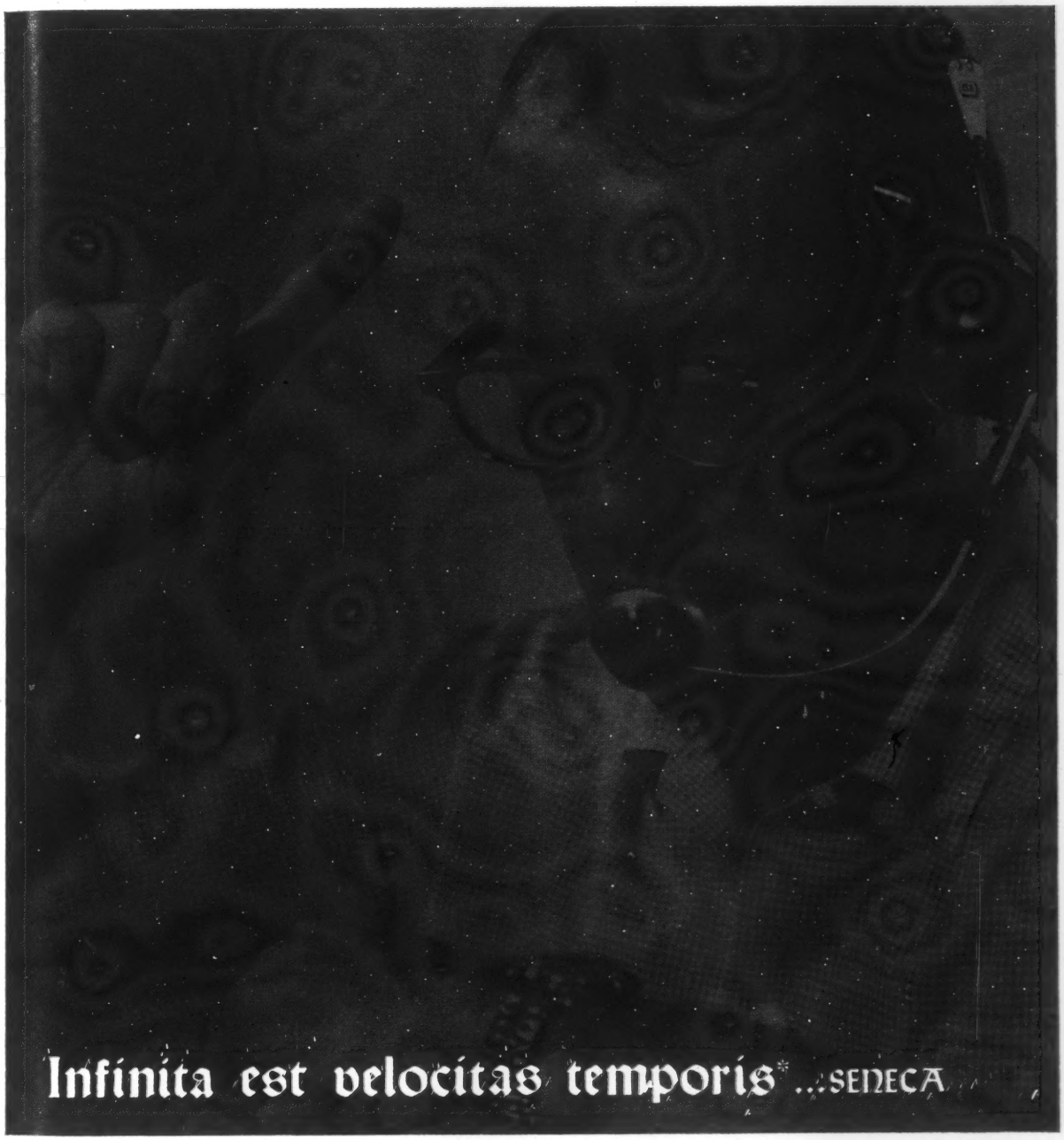
Such a personality may not be a letter-perfect reader of commercials; he may even commit an occasional flub. His diction might not pass the BBC. But if the people love him, he can be more persuasive than the slickest of the letter-perfect "announcers."

As soon as they get a radio assignment some writers automatically send for the jingleers. This is getting to be cliche, chestnut and stereotype No. 1. There seems to be a widespread feeling that music can make vapid words more significant. Even when one has to strain very hard to hear the words through the music.

This is not to damn all jingles. Some have been superb. But they should always convey a selling idea. They should be brief, simple, catchy. And the words should come through like the ringing of a bell! Look at the words alone. Only if they are worth saying are they worth singing.

Too many workers underrate the public's interest in products—and believe that they must sugar-coat a product story with entertainment. Certainly, outside the casual purchase products (beer, cigarettes and the like, where the "light touch" is highly appropriate) this is a fallacy. Our own research has proven repeatedly that listeners would gladly trade our attempts at entertainment for product information—if it is interestingly presented.

People take the common sense view that the purpose of the program is to entertain and the purpose of the commercial is to sell a product. They accept the arrangement and do not rebel against it in principle. When they reject our commercials it is not because these commercials fail to provide entertainment, but because they fail to do their own job well.



In the Maryland Market, nearly 700,000 television homes mark *time* in the swift clocks of commerce and industry. Here thrives one of the world's largest steel mills, one of the nation's leading chemical centers, a center of clothing manufacture, a center of the graphic arts, a multiplicity of mercantile activities that naturally ensue in the nation's second largest seaport—handling over 22,424,464 long tons annually, the production of aircraft and missiles, the fabrication of automotive components and many other activities vital to the economic welfare of our nation. These people are the producers of goods and services, the measure of whose effectiveness is accomplishment in *time*.

For these same 700,000 television homes, WBAL-TV charts *time's* deliberate and constant speed carefully each day with an elaborate and varied program schedule designed to meet all their needs for relaxation, for entertainment, for information.

"Infinitely swift is the velocity of *time* . . ." the philosopher says. At WBAL Television 11 in Baltimore, YOU keep pace in the Maryland Market.

NBC Affiliate / Channel 11 / Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

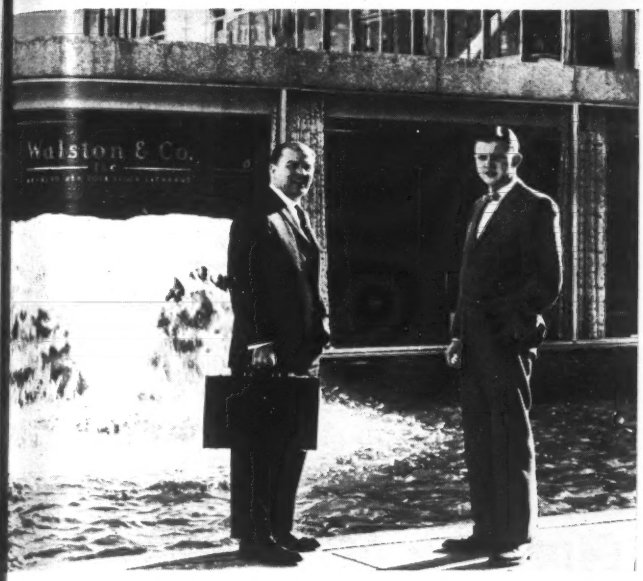
*INFINITELY SWIFT IS THE VELOCITY OF TIME . . . *Seneca*

THE *NEW* DENVER

THE *NEW* KOSI

New Programming, new Personalities, new station policies at KOSI made November the month of important change for Denver radio listeners. They began to hear music and features that adults wanted to hear — good music, singable music, favorite music — unlike any other on Denver air.

Just as the Denver market today makes previous appraisals obsolete, so the new KOSI is setting new standards for radio broadcasting.



Walter Lake, McGavren Los Angeles manager and Bill Armstrong, executive vice president of KOSI make calls on leading Denver business executives. Denver is a cosmopolitan city of modern buildings and humming industries.

For NEW facts you can use about Denver

... ask the man who knows!

McGavren salesmen who all regularly work as local salesmen keep abreast of current market conditions and situations. Modern Denver is metropolitan complex of thriving communities — including Denver *and* Englewood, Golden, Littleton, Aurora, Derby, and between Boulder and Greeley.

This is the KOSI area that McGavren salesmen know and understand — and are prepared to discuss in advertising planning.

Fred Cohan, District Manager for Zale's, largest jewelry chain in the U.S. with 6 Denver stores explains the complexities of competitive retail selling where sales results are paramount to Walter Lake, McGavren Co., Los Angeles.

Getting the complete Denver story of how to get sales results in the market, Harley Solt, Denver advertising agency executive reviews the approach and thinking of his organization with McGavren's Walter Lake.

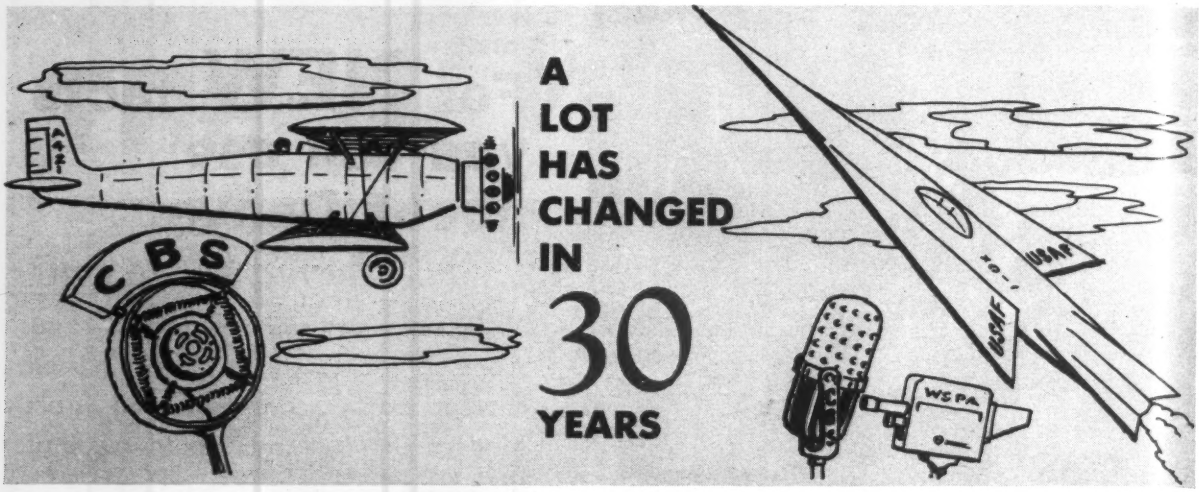
KOSI *represented nationally by*

DAREN F. McGAVREN CO., INC.

Radio and Television Station Representatives

NEW YORK 60 E. 56th ST. | CHICAGO 35 E. WACKER DR. | DETROIT 1216 DIME BLDG. | SAN FRANCISCO 110 SUTTER ST. | LOS ANGELES 1741 IVAR AVE. | SEATTLE 101 JONES BLDG. | ST. LOUIS 317 N. 11th ST.

... ask the man who knows!



BUT NOT THE LEADERSHIP OF

WSPA

IN THE PIEDMONT

FEBRUARY 17, 1930, WSPA went on the air in Spartanburg, and South Carolina enjoyed its first radio station. (there are now 70 stations in the state).

On February 17, 1947, WSPA-FM went on the air becoming the first frequency modulation station in South Carolina. On April 30, 1956, the Pioneer Radio Stations of South Carolina were joined by WSPA-TV, bringing to the people of the Piedmont CBS and the best in television programs.

WSPA grew from an independent 250 watt facility to a 5,000 watt day and night CBS station. During its 30 years of growth WSPA has been recognized as having more listeners and more family audiences than any other station in the Piedmont.

WSPA has attained its leadership and listening audience by being built on foundations of service to the public through radio with maturity. To promote the religious, educational, civic and economic life of Spartanburg and the surrounding area has always been paramount in the operation of WSPA . . . Station philosophy is: To serve the listener first is to serve the advertiser best.

And so as WSPA celebrates it 30th Anniversary, the management pledges anew its determination to keep WSPA and its sister stations, WSPA-FM and WSPA-TV, in the forefront of public service, promoting at all times and above all else the educational, religious, civic and economic life of the region these stations are privileged to serve.

WSPA RADIO

AM-FM-TV

SPARTANBURG-GREENVILLE SUPERMARKET

OWNED AND OPERATED BY
SPARTAN RADIOCASTING CO. — WALTER J. BROWN, PRES.
SPARTANBURG, S. C.

NATIONAL REPRESENTATIVES:
GEORGE P. HOLLINGBERY CO.

1930—THIRTY YEARS OF SERVICE—1960

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

February 15, 1960
Vol. 58 No. 7

WINTER BOOK ON THE FALL LINEUP

Here's what tv networks have pencilled in for new season

Outlook: fewer new entries than were introduced in 1959

The first faint outlines of next fall's nighttime tv network program schedule began to appear last week. It is far too early (which in today's early-buying climate means by a month or so) to be considered conclusive but it does represent what the networks were pitching to their clients *last* week.

If any conclusions are to be drawn from the tentative drafts, it is that next season will hold no great surprises. The rule, as in past years, will be that the established successes will stay, the marginals will make way for the new hopefuls. At this stage fewer than 20 new titles are being mentioned as strong possibilities; last fall saw over 40 new shows on all the networks.

This is how the night-by-night lineup looks. It is not official; rather, it was compiled by BROADCASTING through conversations with agency executives, producers and other knowledgeable sources. The networks themselves, for "Macy's doesn't tell Gimbel's" reasons, declined to comment.

Sunday:

ABC-TV: *Walt Disney Presents*, shortened to a half-hour, is due to move from Friday night to open the Sunday schedule at 7 p.m. It will be followed by *Maverick* at 7:30, *Lawman* at 8:30 and *Rebel* at 9, all in their present slots. A new starter, *The Islanders*, is expected to replace *The Alaskans* in the 9:30-10:30 period. Another new show, the half-hour *Winston Churchill* series, will close the night at 10:30.

CBS-TV: Only one major change is in prospect for CBS-TV on Sunday. *Alfred Hitchcock Presents*, which has held the 9:30-10 slot, is expected to leave the network, reportedly headed for NBC-TV. It's understood Mr. Hitchcock was asking for a firm two-year contract, which CBS-TV was not prepared to give. Otherwise the night should remain: *Lassie* at 7:30, *Ed Sullivan* at 8, *General Electric Theatre* at 9, alternating Jack Benny and George Gobel shows at 10, and *What's My Line?* at 10:30. There has been some talk that Mr. Benny was unhappy with conditions at CBS-TV and was talking with other networks, but the best guess now is that they'll patch their differences and his show will remain.

NBC-TV: *Overland Trail*, which has recently replaced *Riverboat* at 7 on NBC-TV, should keep the job next fall. A new show, *The Barbarians*, is mentioned to replace the *Sunday Showcase* at 8-9. After that *Dinah Shore Chevy Show* looks good to stay at 9-10, and *Loretta Young Show* at 10-10:30.

Monday:

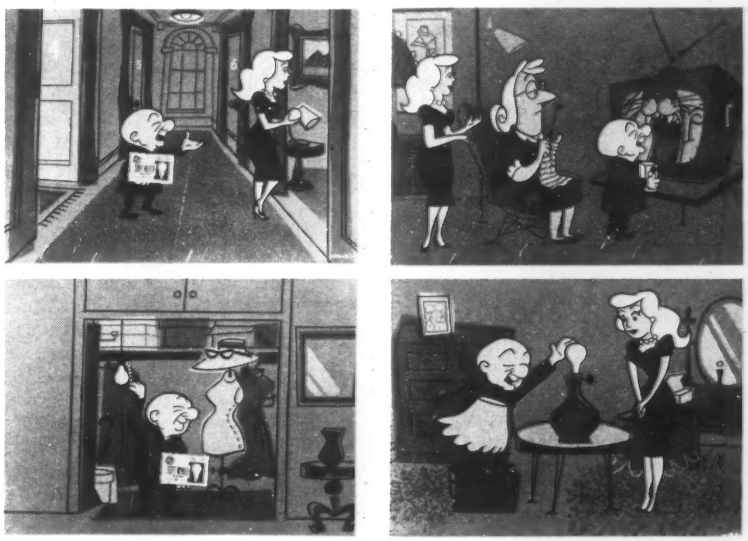
ABC-TV: Two new ones are being talked about for this night at ABC-TV, *Project X* to sub for *Bourbon Street Beat* (probably moving to Tuesday) at 8:30-9:30, and *For Men Only* to replace *Man With A Camera* at 10:30. Otherwise it's *Cheyenne* at 7:30-8:30

TV PREVIEW

The nearsighted Mister Magoo, long a favorite character on movie screens, bumbles his way onto the tv screen starting Feb. 22 in a new General Electric commercial. UPA Pictures, Burbank, Calif., created the animation; BBDO is the agency.

The first spot finds Mr. Magoo coming to the aid of his attractive blonde neighbor, who has a lighting problem. He brings a supply of GE's new 100-watt light bulbs. He tells her they are smaller and brighter, able to fit where the older, larger ones never would.

In carrying out his mission, Mr. Magoo mistakes the girl's mother for (a) a lion on the tv set and (b) an old dress form. He asks the dress form, "Need a light for this elevator, mother?" The "elevator" is a clothes closet. The commercial closes with Mr. Magoo, having brought light to bear on the situation, peering at an eye chart and singing, "It's easy to see the best bulbs are GE."



The spots, featuring what GE calls "the light touch," were developed in cooperation with Arthur Bellaire, BBDO's vice president in charge of radio-tv copy. Rudy Larriva directed for UPA.

and *Adventures in Paradise* at 9:30-10:30.

CBS-TV: This year's schedule looks firm to repeat next fall, with the possible exception of *Father Knows Best* at 8:30-9. The word is that the cast of the seven-year success is anxious for other things, and the network re-run possibilities are tempting. The rest of the night: *Kate Smith* at 7:30, *The Texan* at 8, *Danny Thomas Show* at 9, *Ann Sothern Show* at 9:30, *Hennesey* at 10 and the *June Allyson Show* at 10:30.

NBC-TV: *Riverboat,* which has just moved into the Monday 7:30-8:30 slot, will likely stay there. It's due to be followed by *Wells Fargo* at 8:30, *Peter Gunn* at 9 and the alternating *Alcoa* and *Goodyear* theatres at 9:30. Biggest question mark on Monday revolves around the *Steve Allen Show* at 10-11.

Tuesday:

ABC-TV: The night should start again with *Sugarfoot* at 7:30-8:30. The show now alternates every other week with *Bronco,* which will either continue in that role or get its own every-week time period, perhaps on Thursday. *Wyatt Earp* at 8:30 and *Rifleman* at 9 should stay put, with *Bourbon Street Beat* moving over from Monday to occupy the 9:30-10:30 period now held by *Philip Marlowe* and *Alcoa Presents.* The Alcoa show will either move to 10:30 or give way to a new entry, *One Step Beyond,* in that period.

CBS-TV: The 7:30-8:30 period is open. The first half-hour has not been programmed this season, and the last half, now held by the *Dennis O'Keefe Show,* is due to be vacated. *Dobie Gillis* should repeat at 8:30, while *Tightrope* is a possible casualty at 9. *Red Skelton* at 9:30 and *Garry Moore Show* at 10-11 should be back.

NBC-TV: The only show considered a safe bet to repeat is *Laramie* at 7:30-8:30. *Ford Startime* is shaky, as are *Arthur Murray Party* and *M-Squad.* The Ford show has had a lacklustre ratings record, especially considering its budget. The Murray show probably will be moved, but just as probably will stay somewhere in the schedule.

Wednesday:

ABC-TV: A "Bugs Bunny" cartoon series is being pitched to start this night at 7:30, to be followed by *Leave It To Beaver,* imported from Saturdays, at 8. *Ozzie & Harriet* at 8:30 and *Hawaiian Eye* at 9-10 look safe. The *Wednesday Night Fights* at 10-11 are due to move to Saturday, and to be replaced by an hour version of *Naked City.*

CBS-TV: *Be Our Guest* is still considered to repeat in the 7:30-8:30 spot it took over from *The Lineup* earlier this year, although *Guest* has been no stirring success against NBC-TV's *Wagon Train. Man Into Space* at 8:30 and *The Millionaire* at 9 may give way to as yet undetermined replacements. The perennial *I've Got a Secret* is still in at 9:30, as are the alternating *Armstrong Circle Theatre* and *U.S. Steel Hour* at 10-11.

NBC-TV: The current lineup, one of the strongest in its schedule, is due to repeat for NBC-TV next fall. It starts with *Wagon Train* at 7:30-8:30 and goes on with *Price Is Right* at 8:30 and *Perry Como Show* at 9-10. *This Is Your Life* probably will repeat at 10. *People Are Funny,* now on Fridays, likely to take over from the departing *Wichita Town* at 10:30.

. . . and in 1961:

ABC-TV, in association with NRB Assoc. Ltd., will present in 1961 a half-hour weekly series based on the life of Phineas T. Barnum, the network said last week. Under the working title of *The Great Barnum,* the series will be adapted from Joseph Bryan's biography of Barnum, *The World's Greatest Showman.* In addition, NRB Assoc. has obtained exclusive tv rights to all relics, letters and papers in the Barnum Museum in Bridgeport, Conn., it was reported.

Thursday:

ABC-TV: At least two new shows are in prospect, *Guestward Ho* in for *Gale Storm Show* at 7:30 and *Pat Buttram* in for *Pat Boone Chevy Showroom* at 9. The *Donna Reed Show* at 8 and *Real McCoys* at 8:30 are due to repeat, as is *The Untouchables* at 9:30-10:30. Another new western, *Stagecoach West* is also talked about for this night, as is a weekly version of the *Bronco,* alternating hour from Tuesday night.

CBS-TV: An as-yet-untitled, hour-long underwater adventure show (a la Ziv's *Sea Hunt)* is being worked up for the 7:30-8:30 period, replacing the current *To Tell The Truth* and *Betty Hutton Show. Johnny Ringo* at 8:30 looks like a casualty, and *Zane Grey Theatre* at 8 may move to Friday. *Markham,* which moved into the 9:30-10 period after a Saturday night run, should repeat. The Revlon variety series, now at 10-11, may stay there, although there's some talk of a new hour-long public service entry taking over.

NBC-TV: *Bonanza,* which now is scheduled as the Saturday starter, is being readied as a Thursday replacement for the two 7:30-8:30 half hours, *Plainsman* and *Bat Masterson. Staccato* is questionable at 8:30-9. After that, the night could stay as is: *Bachelor Father* at 9, *Tennessee Ernie Ford Show* at 9:30, *Groucho Marx* at 10 and *Lawless Years* at 10:30.

Friday:

ABC-TV: Another Disney program, *The Shaggy Dog,* is on deck to move into the 7:30 spot that *Walt Disney Presents* would vacate in its move to Sunday. The 8-8:30 vacancy would be filled by *The Flagstones,* a full-animation comedy series. Current plans have *Man From Black Hawk* at 8:30, *77 Sunset Strip* at 9, Robert Taylor in *The Detectives* at 10 and *Black Saddle* at 10:30 retaining those periods.

CBS-TV: *Rawhide* should remain at 7:30-8:30, with *Zane Grey Theatre* from Thursday replacing *Hotel de Paree* at 8:30. The rest of the night is open to development. The much postponed *Manhattan* series might make it at 9-10, and there's an outside chance *Twilight Zone* will come back at 10-10:30. The last half hour of the night may hold a public service series.

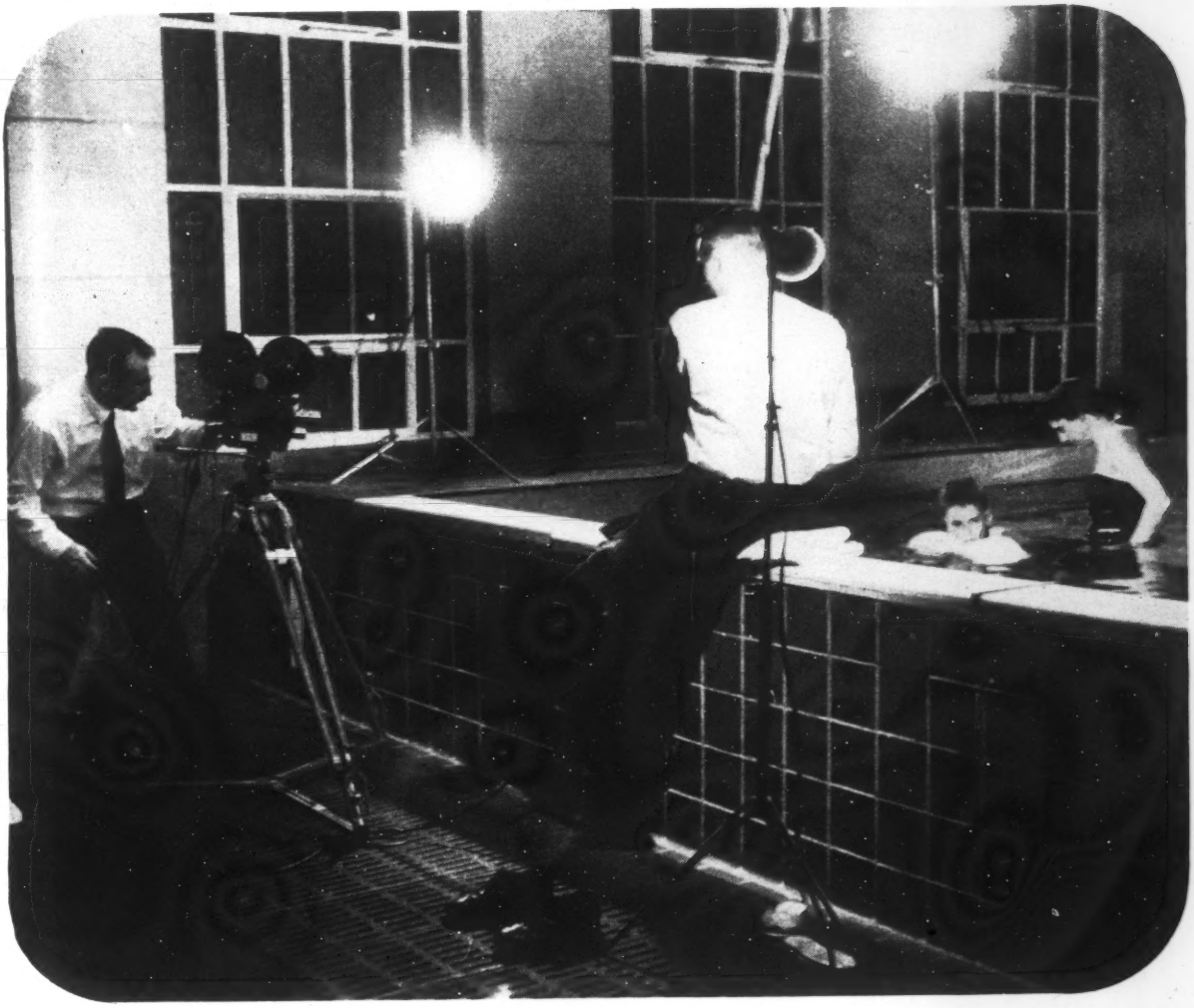
NBC-TV: This one's wide open. *People Are Funny* and *Troubleshooters* aren't likely to be found at 7:30 and 8 as they now are with *People* perhaps going to Wednesday. The talk is that the whole night could go to specials, whereas now the 8:30-9:30 period alone is designed that way. A new show, *Thriller,* is a possible replacement for the *Cavalcade of Sports* fights which are exiting the 10-11 time.

Saturday:

ABC-TV: The *Dick Clark Show* will lead off at 7:30, with *Lawrence Welk's Dodge Dancing Party* moving up an hour into the 8-9 period. *John Gunther's High Road* is a casualty at 8; *Leave It To Beaver,* at 8:30, should move to Wednesday. The 9-10 spot is toss-up between a full-hour *Pat Boone Show* (leaving Thursday) and *The Roaring 20's.* The fights from Wednesday are due to go into 10-11.

CBS-TV: Saturday is one of CBS-TV's best nights, and it isn't likely to change. The lineup is *Perry Mason* at 7:30, *Wanted Dead or Alive* at 8:30, *Mr. Lucky* at 9, *Have Gun Will Travel* at 9:30 and *Gunsmoke* at 10-10:30.

NBC-TV: A new western, *The Outlaws,* may take over the 7:30-8:30 period now held by *Bonanza,* which is aiming for Thursday. *The Deputy,* now at 9, may move up to 8:30, which *Man And The Challenge* is likely to vacate. The only other show definitely in sight for Saturday is the *World Wide 60* public serivce series now at 9:30-10:30 but eligible to move either way.



The Story of Warm Springs

NEWEST DOCUMENTARY
IN THE WSB-TV
"ROAD BACK" SERIES

This dramatic inside story showed WSB-TV viewers the personal struggle of paralysis patients on the "road back" from polio, arthritis and crippling birth defects. The half-hour film was written and produced by the WSB-TV staff, and filmed at Georgia's famous Warm Springs Foundation. It captured the spirit of plucky laughter and courageous hope so evident among patients. WSB-TV timed its showing to coincide with the New March of Dimes. Imaginative, responsible programming of this character has earned heart-warming rewards for WSB-TV... and for the station's advertisers.

WSB-TV
Channel 2/ATLANTA

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

COLD REMEDIES IN SEASONAL SPURT

Anacin, Dristan lead November billing race on tv networks

Advertisers of toiletries and food products invested nearly $200 million on the three tv networks in the Jan.-Nov. period, or approximately 34.5% of total network gross time charges ($568,274,278) estimated at the one-time rate for the 11 months.

Procter & Gamble, which spent over $3.5 million, was top advertiser in November. It was followed by American Home Products (more than $2.5 million) and Lever Bros. ($2.43 million). Leading advertised brands (according to billing) on the networks were Anacin tablets ($888,280), Dristan ($785,872) and Winston cigarettes ($627,332).

The network tv billing figures were released today (Feb. 15) by Television Bureau of Advertising. They are compiled for TvB by Leading National Advertisers-Broadcast Advertiser Reports. The bureau's report covers the month of November and the 11-month period of 1959 ending in November.

Gas Pedals • Gasoline advertising in the 11 months totalled more than $8 million, over three times the amount spent on network tv in the same period of 1958. During this period, nearly every product category was up. The major exceptions were automotive, office equipment, radio-tv sets and travel.

Four advertisers in November spent an estimated $2 million or more at gross rates for time on the tv networks: P & G, American Home Products, Lever and General Motors. Seven other advertisers spent less than that amount but were $1 million or over in the same month.

In the brand category, leadership went to two cold remedies—Anacin and Dristan. The other brand advertisers in November's top 15 were cigarettes, automobiles, toothpaste, a headache remedy (Bufferin), and a detergent (Tide).

Both Anacin and Dristan are products of Whitehall Labs which is owned by American Home Products. Bufferin is a Bristol-Myers product. The leading cigarette manufacturers represented among the top brands included R. J. Reynolds Tobacco, Liggett & Myers and P. Lorillard. Three of General Motors' autos hit the list (Chevrolet, Buick, Oldsmobile), as did one for Chrysler (Plymouth cars) and another for Ford Motor (Ford cars). P & G's brand leaders included Gleem toothpaste and Tide detergent; Colgate's top 15 entry was its Colgate toothpaste.

Estimated Expenditures of Top 15 Network Company Advertisers November 1959

1.	Procter & Gamble	$3,574,968
2.	American Home Products	2,597,485
3.	Lever Bros.	2,435,495
4.	General Motors	2,001,576
5.	General Foods	1,773,898
6.	Colgate-Palmolive	1,673,734
7.	R.J.Reynolds Tobacco	1,331,136
8.	Chrysler Corp.	1,292,605
9.	Sterling Drug	1,146,932
10.	Philip Morris	1,116,269
11.	Ford Motor	1,088,952
12.	General Mills	985,994
13.	Pharmaceuticals Inc.	978,761
14.	Liggett & Myers Tobacco	936,252
15.	Texaco	933,624

LNA-BAR: Gross Time Costs Only

Estimated Expenditures of Top 15 Network Brand Advertisers November 1959

1.	Anacin	$888,280
2.	Dristan	785,872
3.	Winston cigarettes	627,332
4.	Plymouth passenger cars	598,118
5.	Oldsmobile passenger cars	577,020
6.	Phillies cigars	506,330
7.	Buick passenger cars	492,345
8.	Chevrolet passenger cars	483,722
9.	Bufferin	459,350
10.	Ford passenger cars	452,802
11.	Tide	446,083
12.	Colgate dental cream	435,769
13.	Gleem regular & aerosal tooth paste	426,431
14.	L&M cigarettes	420,542
15.	Kent cigarettes	399,509

LNA-BAR: Gross Time Costs Only

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

	November 1959	Jan.-Nov. 1959	Jan.-Nov. 1958
Agriculture & farming	$ 156,160	$ 1,653,447	$ 51,347
Apparel, footwear & accessories	1,323,286	6,304,625	4,831,121
Automotive, automotive accessories & equipment	4,978,175	42,835,733	48,857,960
Beer, wine	617,632	6,062,913	5,783,421
Building materials, equipment & fixtures	387,416	3,020,893	2,144,010
Confectionery & soft drinks	1,286,681	11,051,581	8,258,063
Consumer services	402,987	3,076,407	2,623,571
Drugs & remedies	7,292,523	67,310,286	51,179,780
Entertainment & amusement	—	308,031	249,989
Food & food products	9,635,443	102,802,118	98,397,635
Freight, industrial & agricultural development	84,750	348,127	—
Gasoline, lubricants & other fuels	1,377,173	8,459,113	2,772,895
Horticulture	—	249,608	1,007,774
Household equipment & supplies	2,645,386	27,793,351	21,136,059
Household furnishings	456,791	3,647,196	3,045,409
Industrial materials	1,835,173	18,791,712	16,101,517
Insurance	1,077,494	9,555,061	6,566,555
Jewelry, optical goods & cameras	2,054,446	11,520,741	10,785,369
Office equipment, stationery & writing supplies	439,931	3,932,009	6,211,223
Political	—	—	274,290
Publishing & media	—	5,261	833,085
Radio, tv sets, phonographs, musical instruments & accessories	581,925	5,002,516	7,676,304
Smoking materials	6,107,930	68,592,841	56,061,433
Soaps, cleansers & polishes	5,363,824	61,545,183	55,921,629
Sporting goods & toys	790,176	2,661,822	1,541,391
Toiletries & toilet goods	8,411,565	93,238,894	90,377,130
Travel hotels & resorts	187,740	1,067,535	2,408,913
Miscellaneous	643,479	7,437,274	7,553,707
TOTAL	$58,138,086	$568,274,278	$512,651,580

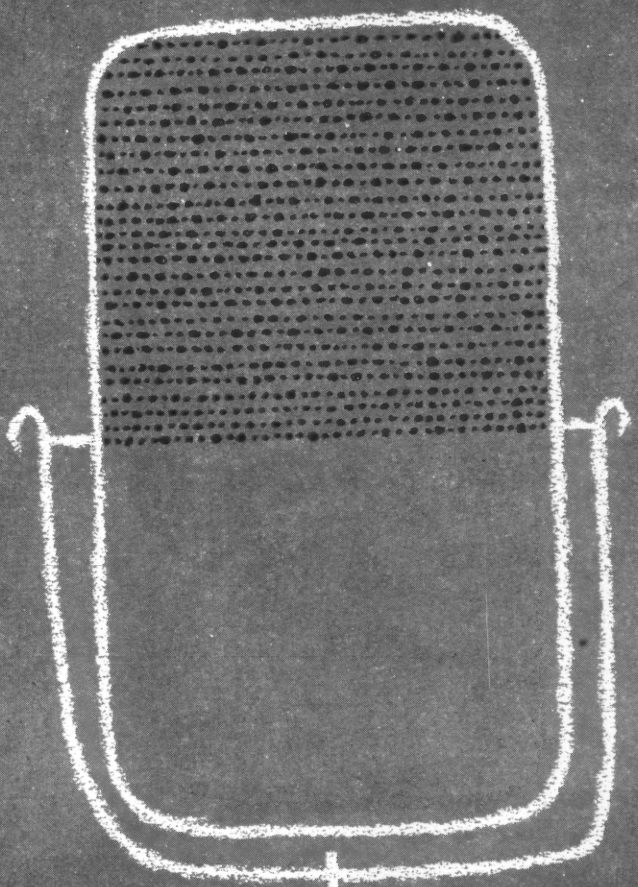
LNA-BAR: Gross Time Costs Only

TvB's 1959 billing figures

Network and spot tv (national and regional) gross billing was "in excess" of $1.24 billion in 1959, Norman E. Cash, president of Television Bureau of Advertising, reported today (Feb. 15).

Mr. Cash said that final tabulations for 1959 national tv gross billing would be released in coming weeks. (Leading National Advertisers-Broadcast Advertiser Reports provide network figures for TvB, while for spot information, TvB-Rorabaugh is the source.)

The total 1959 figures, Mr. Cash said, represent an increase of about 15% over the $1,078,360,000 advertisers spent in 1958 in network, national and regional spot television. Mr. Cash's estimates do not include local advertising volume in tv nor talent costs. (Gross billing represents advertiser purchase of tv time computed at the one-time rate.)



announcing

WBAL IN BALTIMORE, NBC AFFILIATE, MARYLAND'S ONLY 50,000 WATT RADIO STATION ANNOUNCES THE APPOINTMENT OF THE DAREN F. McGAVREN CO., INC. AS NATIONAL REPRESENTATIVES, EFFECTIVE FEBRUARY 15, 1960

"THE VOICE OF LONG ISLAND"

WHLI

Pulse proves that WHLI delivers the largest daytime audience in the Adult, Quality-Buying Major Long Island Market (Nassau County).

WHLI reaches The Fabulous Long Island Market, the 6th Largest Market in the U. S.—a market separate and distinct from New York City.

PULSE AUDIENCE SURVEY

	MORNING	AFTERNOON
WHLI	**12**	**12**
Network "A"	11	9
N. Y. Ind. Sta. 1	9	11
N. Y. Ind. Sta. 2	9	9
N. Y. Ind. Sta. 3	9	8
Network "B"	9	7
Network "C"	9	7

WHLI's BIG BONUS COVERAGE:

- POPULATION 5,449,400
- NET INCOME $12,693,318,000
- RETAIL SALES $6,473,726,000

Data:
Pulse Report:
Nassau County, Long Island, N. Y.,
October 19-23, 1959

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island
Represented by Gill-Perna

'Crusade for decency' urged for advertising

Creation of a "Crusade for Advertising Decency" on both national and local levels was called for by Ernest A. Jones, president of MacManus, John & Adams Inc., in an address to the Sales Executives Club in New York last week. He urged concerted action by advertising, business and media.

In Mr. Jones' view, "A great deal of the mistrust of all advertising is generated at the strictly local level where honest national advertising is sometimes perverted by the fly-by-night shyster with one eye on the sucker and the other on the Better Business Bureau." The "grass roots" level of the "crusade" would "watch-dog" local media, advertising and business, and hopefully would operate "in every community in the land large enough to support commercial communication." Mr. Jones suggested the following ways to implement the "crusade."

"1. Seek out the objectionable advertising and call in those responsible for a face-to-face explanation and to point out the harm being done to all business and to the community.

"2. Serve as a clearing house and investigating body for consumer complaints which it would actively solicit.

"3. Refer to the Better Business Bureau or proper legal body incorrigibles who resist moral suasion.

"4. Judge questions of taste in advertising which, while objectionable, do not fall into the province of the Better Business Bureau or of the courts.

"5. Stand and act as the beacon of honest advertising in all of its forms."

Not blaming media for dishonest advertising, Mr. Jones places the blame on the "dishonest discount house, the shady appliance dealer . . . the stores using a sprinkling of national brands as bait to peddle *schlock* merchandise." He also cited the lack of moral courage of advertising agents who crumbled under pressure from the client. "An ounce less greed . . . an ounce more courage anywhere in that chain and the advertising in question never would have reached the public."

What is needed, Mr. Jones said, is not more legislation, but the united action of the "crusade." Present controlling groups, such as the Assn. of National Advertisers, the American Assn. of Advertising Agencies, and the Advertising Federation of America suffer from limiting factors, principally lack of control over non-members and inability to punish offenders. Furthermore, they can operate only on the national level, he said, whereas much objectionable advertising originates locally.

SERVING MILLIONS FROM
ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN · CHANNEL 6

what is your main interest

STATISTICS

or product-purchasing

PEOPLE ?

We can show you all kinds of industry-accepted statistics about the WJAC-TV audience--sets in use, viewers per set, television homes and coverage area--and WJAC-TV is consistently the top station in the Johnstown-Altoona market.

But, after all, as an advertiser, you're interested only in selling your products to living, breathing people and that's where WJAC-TV really excels!

It all adds up to this--people BUY the products they SEE advertised on WJAC-TV.

get the whole story from HARRINGTON, RIGHTER AND PARSONS, INC.

Molten steel fires the forces of progress in the

market on the move **TAMPA-ST. PETERSBURG**

Tampa-located, the Electric Steel Mill Division of Florida Steel Corporation typifies the mushrooming industries in a dynamic market.

This rich, booming market is *dominated* by WTVT, the station on the move—*your* most profitable buy in the entire Southeast!

TOTAL SHARE OF AUDIENCE
48.6%...Latest ARB

Check the Top 50 Shows!

ARB		NIELSEN	
WTVT	37	WTVT	38
Station B	9	Station B	10
Station C	4	Station C	2

Station on the move **WTVT** Channel 13
TAMPA-ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC. WKY-TV/WKY-RADIO Oklahoma City Represented by the Katz Agency

A BOO-BOO OVER BAN?

Network screening of revamped statues causes friction with NAB code reviewers

NAB's Television Code is showing symptoms of underarm irritation.

The commercials for Ban—an antiperspirant whose Greek statues have harassed networks, the NAB Tv Code Review Board and code stations—have been overhauled and are going into the studio production stage.

But the process of revamping the commercials has aroused internal problems centered around the screening processes of CBS and NBC and the routine NAB review of controversial copy.

Thus far the separate approaches of networks and NAB's code board have operated without open controversy. It's known around Madison Ave., however, that at least one network is seething over the NAB code board's handling of Ban, a product of Bristol-Myers. Ogilvy, Benson & Mather, New York, has handled the account since last summer. Formerly it had been at BBDO.

On the surface, Ban's role in the network and NAB code structures has been smooth. Network and NAB criticism of the Greek statue commercials has been accepted in a cooperative manner by Bristol-Myers and the agency, according to sponsor, agency and NAB itself.

The trouble is described as centering around the separate network and NAB efforts to meet station criticism of Ban commercials.

CBS Questions • It's known that CBS-TV questioned the statue commercials last autumn. The agency made revisions which apparently met network criticism. The nudity angle is understood to have been raised in network circles when the new agency took over the account.

Criticism from stations was heard by networks and NAB during the autumn and came out into the open in mid-December when Donald McGannon, Westinghouse Stations, NAB Tv Code Review Board chairman, was queried by FCC counsel in the FCC's series of broadcast hearings.

The FCC questioning was dropped when Mr. McGannon explained the code board was in the process of studying Ban commercials.

Next step in the series of conferences and discussions came Jan. 14 when the NAB code board, at a New York meeting, adopted a resolution describing Ban commercials as violations of the code. NAB sent wires to the agency and the three tv networks notifying them of the action, and then went into a series of conferences with the sponsor and agency.

Explain Objections • The NAB code staff was directed to explain NAB's objections and to make clear that objections were based on the commercials rather than on the product. A previous major controversy at NAB, based on Preparation H, had been directed to the fact that it was a hemorrhoid remedy and therefore unacceptable under the rule banning intimate personal products from tv (BROADCASTING, June 22, 1959).

Network reaction to the Jan. 14 step was bitter, in at least one instance. The criticism is believed to have taken the position that network action had led to a revision of commercials, with NAB climbing aboard and grabbing credit for copy it hadn't formally objected to during the autumn months.

In any case, NAB code people met with agency and sponsor June 22, considered revised story boards for the Ban commercials. These were circulated to the code's personal products subcommittee headed by E.K. Hartenbower, KCMO-TV Kansas City. Another meeting was held Feb. 5. At this time the revisions were considered in detail.

Lee H. Bristol Jr., of Bristol-Myers, told BROADCASTING the sponsor, agency and NAB were in general agreement over revision of Ban commercials. "Everything has worked out," he said. "We're all pleased. Minor changes have been made in audio and visual copy. Bristol-Myers is glad to cooperate. NAB has been reasonable and we've reached a happy solution. We'll go into production when NAB sends written confirmation of our verbal agreement."

Revisal • Edward H. Bronson, NAB staff code director, said, "We met with the agency and sponsor, resolved our differences and the commercials are being revised."

NBC-TV and CBS-TV conceded they had been involved in code discussions with NAB, agency and sponsor but would not go on record as to details. Both are understood to have sent letters to NAB code officials following the code board's Jan. 18 telegrams but they did not reveal the specific nature of their contents.

James A. Stabile, NBC vice president who has been placed in charge of NBC's recently created program-commercial review unit, said the network some time ago had raised questions about Ban's Greek statues and the selling voice promoting the product. He said the network and code board "must know what each other is doing."

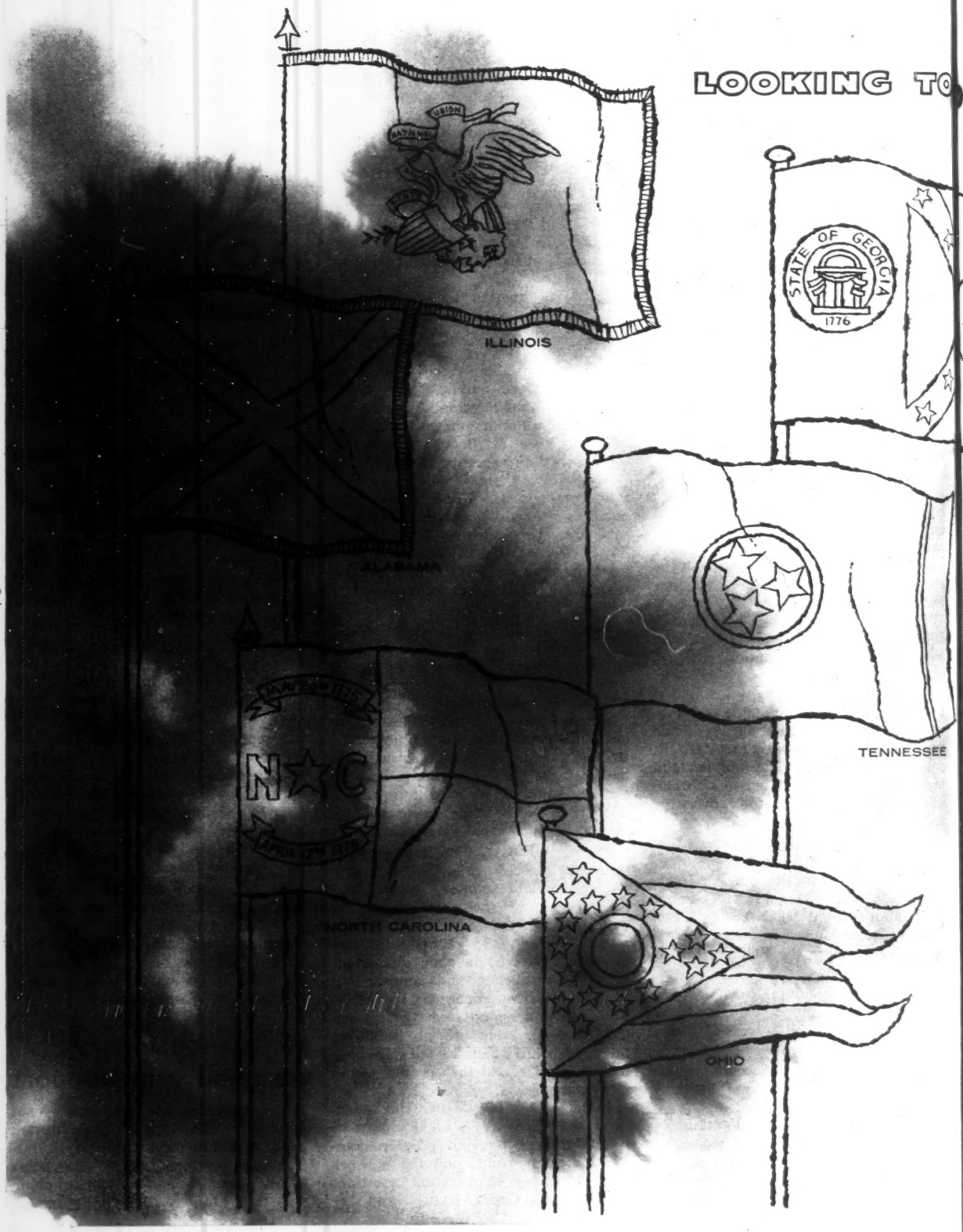
Joseph H. Ream, CBS Inc. vice president who is supervising the CBS-TV program-commercial review activity, said, "After the NAB Code Board's Jan. 14 meeting, CBS sent a letter to NAB reviewing the history of Ban commercials and the CBS-NAB discussions on the subject."

There's rancor and complaining in the code background that will come before the NAB code group at its next meeting, to be held March 3 in New York. The code board will report to the NAB Television Board at a March 9 meeting in Washington.

West Side safari • They didn't go "all around the town," but approximately 300 employes of Donahue & Coe, New York, assembled at 8:30 a.m., Feb. 8, for a mass move from their old quarters in the RCA Bldg. to their new home in the Time & Life Bldg., directly across Sixth Avenue. More than 100 van loads of office equipment preceded the grand march, but it was decided to speed the shift by having the office force carry such items as drawing boards, T-squares, portable typewriters, etc.

McGannon to AFA: we need your support

Importance of advertiser and agency support for the NAB Tv Code Review Board was stressed by Donald H. McGannon, president of Westinghouse Broadcasting Co. and code board chairman, last Monday (Feb. 8) to an Ad-


LOOKING TO
UNION
ILLINOIS
STATE OF GEORGIA
1776
ALABAMA
TENNESSEE
N C
NORTH CAROLINA
OHIO

TOUR BANNERS...

The flags of 9 great States fly over a part of America called WLW TV-and-Radio Land.

And the Crosley WLW Stations have tried to be good citizens under these 9 State banners—thru service to their communities.

For it has always been the principle of the Crosley Broadcasting Corporation that a Television or Radio Station must be truly a good neighbor in its community — by performance and leadership in entertainment, religion, education, news, safety, health, civic and charitable causes, fine arts, and for the fundamental freedoms of our Nation.

The WLW Stations pledge continued service—unfurling progress and patriotism before them for the 20 million people of these communities. This is our Pride and our Privilege!

the dynamic WLW Stations:

WLW-D Television Dayton

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW-A Television Atlanta

WLW-I Television Indianapolis

W L W Radio

CROSLEY BROADCASTING CORPORATION, a division of *Avco*

vertising Federation of America district meeting in Boston.

The final decision on what is to be broadcast must lie with the broadcaster, he pointed out. But he said the code board would continue, both as broadcasters and as code supporters, "to consult with advertisers and agencies on all manner of issues that touch upon code affairs."

"We will hope to find in the future," he continued, "as we have in most cases in the past, an understanding and cooperative attitude on your part—knowing, as I am sure that you do, that part of the effectiveness of television as a selling instrument depends upon not only its believability but also its decorum."

Reviewing the formation and work of the code group, Mr. McGannon noted that a Los Angeles consultative unit already is in operation and reported that "we are planning that during the next year there will be an increase in our activities in and around the New York area where so many television commercials are filmed for release." The code staff's headquarters is in Washington.

He recalled that 16 stations resigned their code affiliations and 19 others had their code seals revoked in the dispute over the propriety of carrying the Preparation H hemorrhoid treatment commercial a year ago (46 others dropped the advertising to stay with the code). Most of the defections, he reported, "have returned at this time to good standing."

From Sweeney • Radio sets will increase 70% and adult listening 50% in the next ten years, Kevin B. Sweeney, president of Radio Advertising Bureau, predicted at the AFA meeting last week.

By 1970, he predicted, sets will reach 250 million to 260 million, a net gain of 103.8 million or more; and listening will rise to better than three hours a day per adult, compared to a little more than two hours per adult now.

Mr. Sweeney also predicted that the 30-second commercial would replace the 60-second version as "the prime tool of both the retailer and national advertiser"; that use of radio would show "an almost incredible gain"; that a new type or advertising agency, specializing "almost wholly" in radio would develop; and that the automobile radio market would increase to more than 65 million sets and become virtually "a separate advertising medium" in itself.

Charles H. Bower, BBDO's president, termed the troubles of today's U.S. the symptoms of a national disease he called "epidemic cynical selfishness." He named inflation, delinquency, increasing divorce rate, church and synagogue desecrations, death on the highways as some of those symptoms along with "the evils which have recently beset our own business—rigged quiz shows, payola and tv commercials which are less than truthful." Mr. Brower urged the nation to turn itself to a cause as vital as any in wartime—the cause, he expressed as a need to discover leaders.

OLYMPIC SPONSOR

Winter games pool bought by Tidewater

Tidewater Oil Co., Los Angeles, is sponsoring radio coverage of the Winter Olympic Games in five Western states as the result of a special pool arrangement.

The Olympics broadcast committee queried stations as to their desires for broadcast coverage of the Games. It found that some 300 stations wanted to send reporters to Squaw Valley, Calif., where the Games are to be held. The space available is completely inadequate for such mass reporting. So the committee asked one of its members, Frank Mieuli, president of KPUP (FM) San Francisco and producer of the San Francisco Giants and 49ers broadcasts, to set up an Olympic broadcast pool.

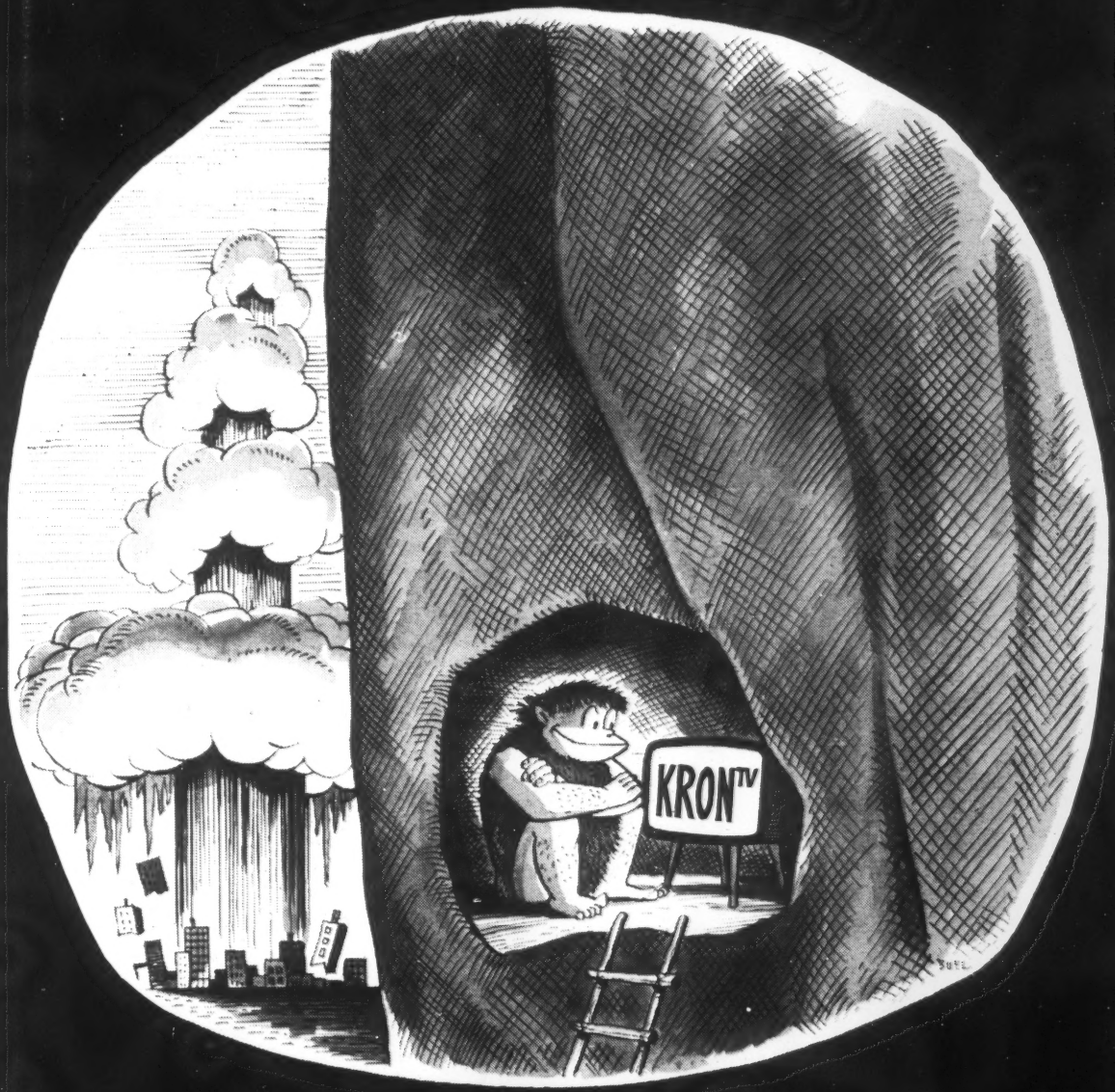
Mr. Mieuli not only set up the pool, but persuaded Tidewater Oil Co. to pay line charges and talent costs in exchange for co-sponsorship of the broadcasts. The stations get the programs without charge in exchange for carrying the Tidewater commercials. They may sell the rest of programs locally.

Each day, from the start of the Winter Olympics on Feb. 18 to their conclusion Feb. 28, the pooled sports crew will broadcast 15-minute reports every hour beginning at 9:05 a.m. and ending at 3:05 p.m., (seven reports in all). At 3:30 p.m. there will be a half-hour summary of the day's events. And at 4 p.m. the day's broadcasts will conclude with play-by-play coverage of a hockey match. The crew includes sportscasters Russ Hodges, Lon Simmons, Bob Blum and Gordy Soltau, with Roy Storey doing the hockey games.

A total of more than 50 hours of eyewitness Olympics reporting will be fed to the pool, although not all stations will carry the full schedule. The 15-minute radio reports will be presented so stations which cannot devote a full quarter-hour to them can cut them off at the end of five minutes and still give their listeners a cohesive report which shows no evidence of being snapped off short.

Foote, Cone & Belding, Los Angeles, Tidewater agency is handling details.

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON-TV is Number One every ¼ hour 4 PM to sign-off!
Oct.-Nov. NSI
Mon.-Fri. avg.

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

IMPACT
...in CENTRAL FLORIDA !

TOP 50 SHOWS
WDBO-TV ... 42
STATION B ... 5
STATION C ... 3

WDBO-TV'S AUDIENCE SHARE
56.3% DAYTIME
105.5% more than Sta. B
299.3% more than Sta. C
47.9% NIGHTTIME
66.9% more than Sta. B
139.5% more than Sta. C

WDBO-TV'S 1/4 HR. FIRSTS
402*
OUT OF
456
*264 with shares of 50% or MORE

TOTAL VIEWING HOMES
MORE TV homes view WDBO-TV
in the average 1/4 hour...
DAY and NIGHT...
than the other two stations
COMBINED !

CBS
WDBO-TV
CHANNEL 6 ORLANDO
Blair TVA has more FACTS !
(SOURCE: Orlando-Daytona Nielsen, Dec./'59)

Furniture dealers buy special tie-ins

A resourceful tie-in advertising campaign is being arranged by at least 150 local dealers of Broyhill Furniture Factories, Lenoir, N.C. They are purchasing 20-second time segments exploiting the Feb. 21 telecast of CBS-TV's *Ed Sullivan Show*. The reason: The program includes a commercial spotlighting Broyhill's Early American and French Provincial furniture groups.

The commercial on the program is for Eastman Chemical Products Inc., manufacturer of the Chromspun acetate fabric used in the upholstered furniture. Broyhill ordered two 15-second film spots to be produced by Elliot, Unger & Elliot, New York, which filmed the Eastman Chemical commercial.

Broyhill immediately notified its dealers throughout the country that the spots were available for purchase from EU&E and recommended that time be purchased locally, preferably before or following the Feb. 21 telecast. The spots consist of a 15-second pitch for Broyhill, leaving five seconds open to identify the store and tie in with the network telecast. TvB cooperated in the project by alerting its members to the campaign.

A spokesman for EU&E said that at least 150 dealers were expected to participate in the campaign and termed the venture "rather unusual."

Two shows go begging as networks turn back

An advertiser who buys a program and then shops for a network these days had better tread warily. All three television networks have turned down a two-part documentary, *The Race for Space,* which Shulton Inc. (toiletries) had hoped to telecast. And, the Richard Hudnut cosmetic line of Warner-Lambert Pharmaceuticals was still waiting last week for an acceptance on its "unfixable quiz," *Predictions* (BROADCASTING, Jan. 25).

ABC-TV, CBS-TV and NBC-TV, when contacted about the space documentary, all said they like to produce their own news and public affairs shows. No one said the issue of program control was involved.

The space program was produced in two 60-minute segments by David L. Wolper, former head of Flamingo Films, who now is producing in Hollywood. It contains both U.S. and Soviet footage and is narrated by Mike Wallace, with special music by Elmer Berstein. Part 1, "The Missile," reports a "series of wrong decisions" by defense planners that cost this country the space race against Russia. This hour won a "best documentary feature" award at the 1959 San Francisco International Film Festival.

Neither Shulton nor its agency, Wesley Assoc., New York, had anything to say about what the firm might do with television rights to *Race*. Meanwhile, the Hudnut quiz apparently is holding out for a place on NBC-TV. ABC-TV, it was understood, has offered time for the show, although neither network would comment.

• Business briefly

Time sales

Tv smoke signals • P. Lorillard Co., N.Y., is introducing its new kingsize non-filter Old Gold Straights cigarettes in a soft package this month. Initial consumer advertising begins the last week of February via a spot tv campaign in more than 40 major markets throughout the country. Radio support for the new brand is expected to follow the introductory tv campaign. Agency: Lennen & Newell, N.Y.

Half of 'Journey' • North American Philips Co., N.Y., for its Norelco electric shavers, purchased one-half of NBC-TV's forthcoming coverage of missions by President Eisenhower and other world leaders, comprising 16 specials under the title *Journey to Understanding — Volume III.* Initial program, scheduled for Feb. 27 in the *World Wide 60* time period (Sat. 9:30-10:30 p.m. EST), will deal with the first four days of the President's South American visit and Premier Khrushchev's tour of India, Burma and Indonesia. Entire series of six hours and 10 half-hours will be telecast in prime nighttime hours, including one hour in color, it was reported. Agency: C.J. La Roche & Co., N.Y.

Come 11 • Glenbrook Labs Div. of Sterling Drug, already on five NBC-TV shows, brings the total to 11 with purchase of time on four more night and two day shows. The new contracts, placed through Dancer-Fitzgerald-Sample, cover full sponsorship of *Man From Interpol,* which started Saturday (Jan. 30), 10:30-11 p.m. EST; alternate weeks of *People Are Funny,* Fridays, 7:30-8 p.m.; a third of *Riverboat,* Mondays, 7:30-8:30 p.m.; a third of *Law of the Plainsman,* Thursdays, 7:30-8 p.m.; alternate Tuesdays on the five-day *Play Your Hunch,* 10:30-11 a.m., and alternate Tuesdays and Fridays of *Young Dr. Malone,* 3-3:30 p.m.

Pepsi parcel • Pepsi-Cola Co., N.Y., will spend a net total of $775,000 on participations on NBC Radio as part of its four-network purchase announced earlier by the soft-drink firm (BROADCASTING, Feb. 8). Schedule on

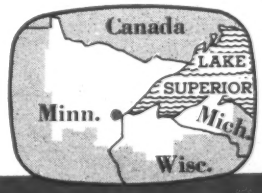
A MARKETING REVOLUTION IN THE UPPER MIDWEST!

REVOLUTION '59 . . . COMPLETION OF THE ST. LAWRENCE SEAWAY, which opened the Great Lakes to ocean vessels, brought an exciting revolution in transportation to the Head of the Lakes. Over 200 foreign ships, combined with domestic traffic, made Duluth-Superior the NATION'S THIRD BUSIEST PORT in '59.

REVOLUTION '60 . . . the revolution in commerce will grow in 1960 as DULUTH and SUPERIOR become established as AMERICA'S FOURTH SEACOAST and as the major outlet for the Upper Midwest and the Canadian-American Heartland.

You don't cover the Upper Midwest without Duluth-Superior Television!

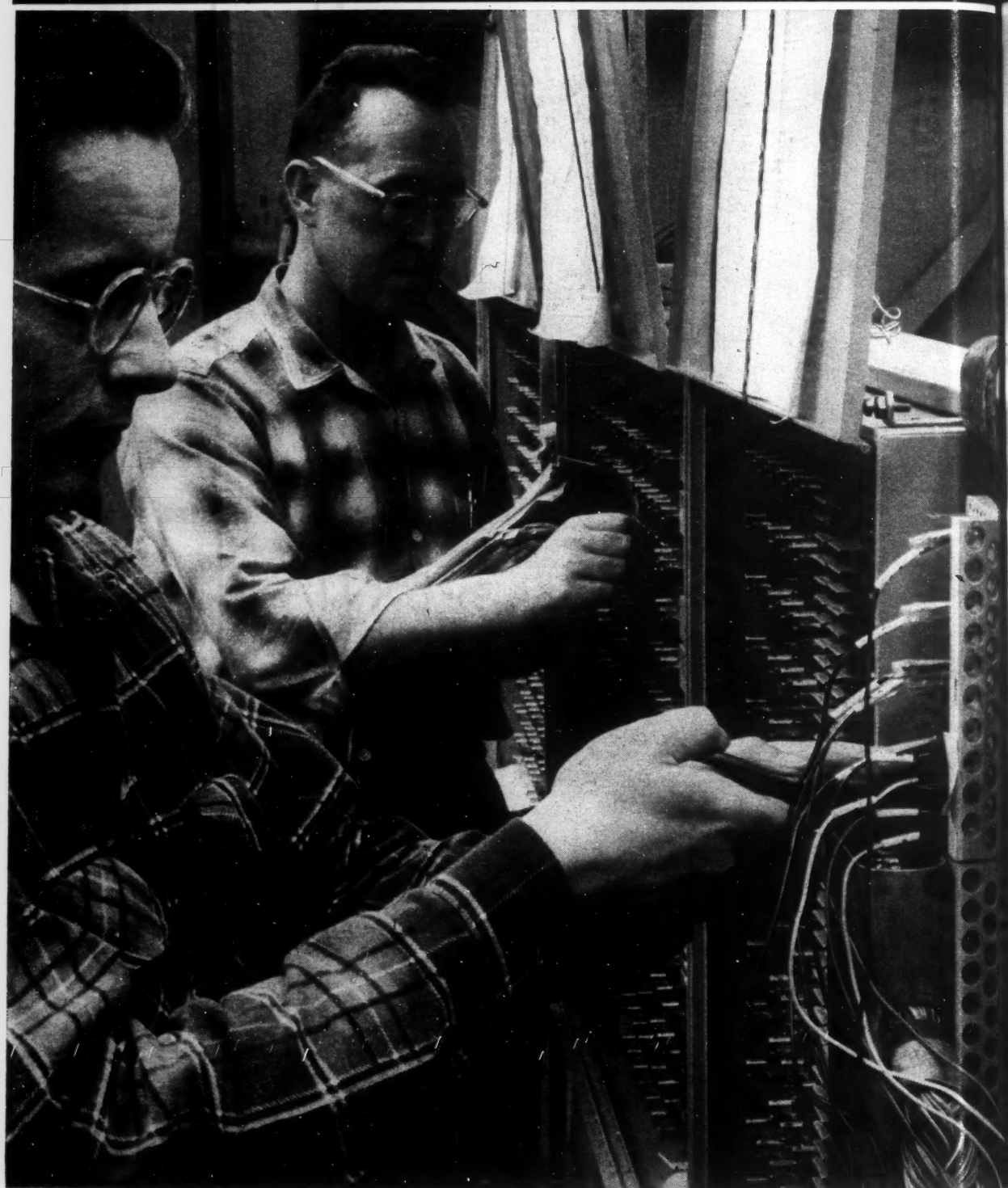
Where the Prairie Meets the Sea...



...Distribution Center for 40 Million People!

DULUTH-SUPERIOR TELEVISION

WESTERN ELECTRIC AND



SKILLED EMPLOYEES, Tom McKennon (left) and Bob Townsend, perform final test of Centralized Automatic Message Accounting equipment. It will soon be installed in a Bell telephone company central office, helping bring its customers Direct Distance Dialing. Other major products manufactured by the Kearny Works include telephone cable, undersea cable amplifiers, switchboards and radio relay apparatus.

KEARNY, N. J.

Just across the Hudson River from New York City . . . in the heart of one of New Jersey's mighty industrial centers . . . Western Electric's Kearny Works plays an important role in the manufacture of telephone products for the Bell System.

The more than 17,000 employees of Western Electric's Kearny Works consist mostly of "commuters" who come by bus, train, tube and car . . . some arriving via the historic waterside approach known as The Old Plank Road.

Their main job at this major manufacturing plant is to help make telephone products like cable, switchboards and dial switching equipment. Their success is best measured by the years of trouble-free service these products have given to Bell telephone customers.

Sharing in this job—and in its success—are 2500 New Jersey companies which annually provide Western Electric with $83 million worth of supplies and materials.

But our employees and our suppliers share in more than our job for the Bell System. Their paychecks help support local merchants . . . they contribute substantially to state and local taxes . . . and they lend vital support to a myriad of community activities. In fact, they do all the things that come naturally to a good neighbor.

Besides Kearny, Western Electric has manufacturing plants in 24 other cities where we also make hundreds of different telephone products for the Bell System. In 1959 we bought over a billion dollars' worth of raw materials, products and services from our more than 35,000 suppliers in every state, 90% of them "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers in 32 different cities.

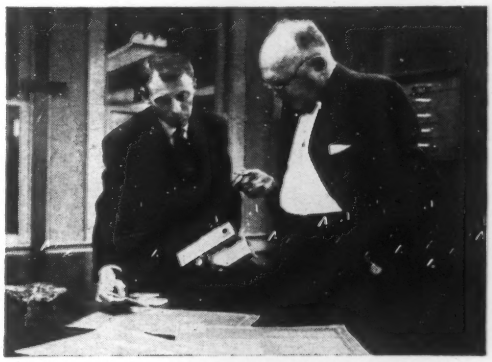
Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

EDITOR Eugene Farrell of *The Jersey Journal* in nearby Jersey City sums up Western Electric's contributions to the area: "The Kearny Works is the kind of solid, steady industrial neighbor we like. And its people are among our best citizens."

BLOOD BANK at Kearny Works is among the nation's largest. Every year thousands of Western Electric employees donate to local blood banks. Thousands more show their community spirit by enthusiastically supporting many civic activities.

BEAUTY QUEEN, Marilyn Eley, of the Kearny Works, met her State Senator, Donal C. Fox, in a visit to the New Jersey Capitol in Trenton. Later, Marilyn addressed both the Senate and the State Assembly, expressing the appreciation of her fellow employees for the state's enviable record of good government.



W. E. BUYER, Dirk Van Gelder (left), discusses design of a subcontracted part with Kearny supplier, Walter Pabst, President and Founder of the Pabst Engineering Equipment Co. Mr. Pabst has been doing business with the Kearny Works for 27 years.

NBC Radio started Feb. 1 and continues until next Oct. 23. Participations include a quarter sponsorship of *News on the Hour* and commercials on *News of the World, You Bet Your Life, People Are Funny* and *Monitor*. Kenyon & Eckhardt, N.Y., is Pepsi's agency.

Ruppert's big blast • Jacob Ruppert Brewery, N.Y., has earmarked $4 million for its 1960 campaign in its New England-New York distribution area. Included are spot tv and tv program participations. Tv was said to be a "prime medium" for Ruppert this year but the media breakdown was not disclosed. Spot radio will be used heavily, particularly in summer months. Agency: Norman, Craig & Kummel, N.Y.

Mack back • Pharmaceuticals Inc., Newark, N.J., has paved way for the return to tv of the long-lived talent show, *Ted Mack & The Original Amateur Hour*. The program will be seen starting March 7 on ABC-TV (Mon., 10:30 p.m. EST). Agency: Parkson Adv., N.Y.

Returns to spot • Lever Brothers Co., has brought its Handy Andy cleaning product back to spot tv after absence since April last year, although network schedules have continued. The new spot drive opens in 24 markets in eastern and midwest states. Number of minute spots ranges from 5 to 15 per week for 16 weeks. Agency, Kenyon & Eckhardt, N.Y.

Six-month lease • Beech-Nut Life Savers Inc., Canajoharie, N.Y., renewed sponsorship of ABC-TV's *Dick Clark Show* (Sat. 7:30-8 p.m. EST) for six months effective March 5. Advertiser has sponsored program since its network start, Feb. 15, 1958. Agency: Young & Rubicam, N.Y.

Agency Appointments

• Lincoln & Mercury Div. of Ford Motor Co. appoints Hixson & Jorgensen, L.A., as agency for its new compact car, the Comet. Billing is estimated at $250,000.

• Luer Packing Co., Vernon, Calif. (meat products), appoints Charles A. Mottl Inc., Beverly Hills, Calif. Media plans will be made after examination of trade and consumer survey results.

• Transport Aeriens Intercontinentaux (Intercontinental Air Transport), French airline operating through the Middle East to Australia and Tahiti, and starting in May, to Hawaii and Los Angeles, appoints BBDO, N.Y., for advertising in the U.S.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Feb. 4-10 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thurs., Feb. 4	Untouchables (9:30 p.m.)	ABC-TV	32.2
Fri., Feb. 5	Twilight Zone (10 p.m.)	CBS-TV	32.7
Sat., Feb. 6	Gunsmoke (10 p.m.)	CBS-TV	29.1
Sun., Feb. 7	Rebel (9 p.m.)	ABC-TV	33.4
Mon., Feb. 8	Danny Thomas (9 p.m.)	CBS-TV	28.4
Tue., Feb. 9	Startime (8:30 p.m.)	NBC-TV	23.7
Wed., Feb. 10	Wagon Train (7:30 p.m.)	NBC-TV	32.4

Copyright 1960 American Research Bureau

• Also in advertising

New opening • The affiliated Miami, Fla, agencies of Bishopric/Green/Fielden Inc. and Woody Kepner Assoc. Inc., public relations, has announced the opening of a Jacksonville office. The new division, known as Radcliffe Advertising Inc., is headed by Harry Radcliffe, active in Northern Florida advertising for many years. The two agencies employ a combined staff of 60.

Copywriter's award • A March 15 deadline is set for entries in the 1960 Arthur Kudner Award, "for excellence in creative writing for institutional advertising," established last year by the Arthur Kudner Foundation. The award of a bronze medal and $500 in cash will be given to the writer of the winning ad or commercial at the annual meeting of the American Assn. of Advertising Agencies to be held April 21-23 at the Boca Raton Hotel and Club in Florida. Entry rules may be obtained from AAAA headquarters, 420 Lexington Ave., New York 17.

Translator • John Gres, former program director of international station. WRUL New York, has organized Round Hill International Productions for foreign language work. Initial accounts include a long list of film commercials for U.S. Export Brands.

Round Hill, located at 665 Fifth Ave., New York, produces advertising and programming in 50 languages. The firm's language package includes translation and adaptation of radio-tv commercials, programs and other film material; script service; narration and lip synchronization; recording and production supervision; technical assistance and consulation. Mr. Gres' staff has some 150 foreign nationals on call.

Consolidation • Ideal Toy Corp., N.Y., has combined its advertising, publicity and sales promotion divisions into one public relations department in order to coordinate all promotional activities under one corporate policy, it has been announced by Melvin Helitzer, director of public relations. Ideal's five divisions produce dolls and plastic toys, hobby kits, outdoor pools, stuffed animals and housewares.

Hatbox accessory • Diary-directory designed primarily for tv models but also including information for art directors and others in that side of advertising business, has been published by Peter Glenn, 444 E. 52nd St., New York 22, under title "The Madison Avenue Handbook." It contains listings of agencies with names of art directors and casting directors along with instructions to contact each, art supply and costume houses, talent agents, tv producers, photographers and others. Although primarily concerning New York, handbook has special sections on Chicago, Detroit and Miami. Book also contains daily appointment and expense records section. Mr. Glenn, himself a model, began directory as informal list for his own convenience several years ago, found demand among colleagues brisk enough to justify letterpress edition. It sells for $4.

Dow Chemical unveils new product on tv

Dow Chemical Co., Midland, Mich., which previously announced the purchase of three one-hour specials, *"The Dow Hour of Great Mysteries,"* on NBC-TV (BROADCASTING, Dec. 21, 1959), last week reported the programs will be utilized to kick off a spring campaign in all major media (except radio) for Dowgard, a new all-year automotive coolant product.

Through its Bloomfield Hills, Mich., agency—MacManus, John & Adams—Dow will spend a reported sum of $4.5 million to launch the new product during the coming year. The Dowgard account reportedly brings the company's billings with MJ&A to more than $10 million.

The *Dow Hour* will have Boston attorney Joseph N. Welch as host for three classic mysteries produced by Robert Saudek Assoc.

Dates for the mystery specials are March 31, April 24 and May 23.

Another new Dow product called Pinkies, disposable plastic gloves for housewives, also was assigned to MJ&A, it was reported last week.

PULSE again confirms **WWVA** *leadership in the Heart of Industrial America*

Area survey rates WWVA first in average audience seven days a week

- More audience than next three stations combined from 6 AM to noon.
- More audience than next two stations from noon to 6 PM.
- More than twice audience of nearest competition at night.
- Qualitative study shows WWVA station most people depend on.
- Qualitative figures show WWVA believability 300% more than all other Wheeling stations combined.

In the Wheeling-Pittsburgh area you know where you're going with

WWVA

Only fulltime CBS network station in the area • 50,000 watts • Call BLAIR

a **STORER** station

(take your

1st in TRENDEX

	average audience ratings*
ABC	19.9
NET Y	19.7
NET Z	14.4

*Source: Trendex Report (including first West Coast measurement) 7 days ending Feb. 7, 8-10:30 PM

ABC TELEVISION

r choice)

1st in NIELSEN

	average audience ratings*
ABC	21.6
NET Y	21.0
NET Z	17.9

*Source: Nielsen 24 Market TV Report, for seven days ending January 31, 8-10:30 PM, Mon.-Sun.

ABC TELEVISION

HARRIS DRUMS UP PAYOLA PARADE

And a surprised Westinghouse finds itself leading the march

Westinghouse Broadcasting Co. officials looked on in stunned disbelief last week as the House Legislature Oversight Subcommittee unrolled the three-day opener of its payola hearing.

WBC people were amazed because—as one official expressed it—"we cooperated more than anybody else" to furnish information to the subcommittee and to root out situations that looked like payola.

For most of the three days, the subcommittee asked questions of present and former employes of WBC's KYW Cleveland and WBZ Boston which apparently were designed to make it plain that:

• WBZ management sent employes, hats in hand, to solicit a total of about a thousand records from 10 record companies in New York to rebuild its library at no cost to the station.

• WBZ used its facilities to stage a self-promotion event in the name of charity, from which charity got very little.

• KYW and WBZ executives allowed their disc jockeys to receive thousands of dollars in payments from record companies without seriously trying to determine if the practices were payola. Also implied: KYW didn't furnish the subcommittee its program logs showing records played, though its usual practice is to keep the logs at least 12 months.

Late Wednesday, the subcommittee swung off on another chase: Who spent what for whom at the second annual International Radio Programming Seminar and Disc Jockey Convention, May 29-31, last year at Miami Beach's Americana Hotel. The revelation, from hotel records subpoenaed and added to the record: $117,664 paid by record companies for disc jockeys' food, quarters and entertainment.

Recess for Speeches • The subcommittee chief counsel Robert W. Lishman hinted more would be heard about Miami Beach. The subcommittee heard one more disc jockey and the bell rang late Wednesday to give Republicans time to prepare their Lincoln's Birthday speeches. This week the hearing is to run five days.

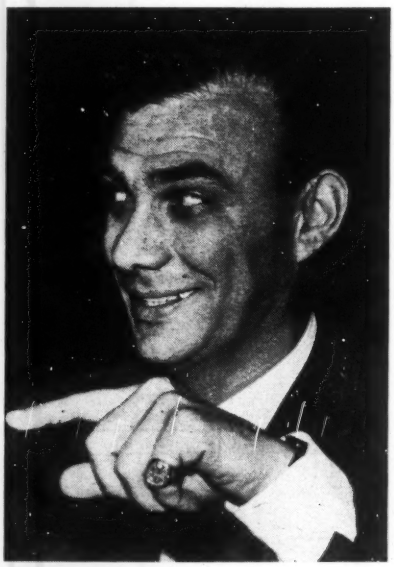
During last week's testimony three former employes of KYW acknowledged they received altogether close to $30,000 in 1958-59 from several record companies. All claimed that for the most part the money was paid for off-air attention to the paying company's records or for advice on its commercial possibilities. Two WBZ disc jockeys also said they received money or gifts and a third, no longer at WBZ, testified to the House group in closed session.

One other Boston disc jockey testified to receiving money while at WILD Boston and another, Jack McDermott, formerly at WHIL Medford, Mass., testified in closed session.

Chairman Oren Harris (D-Ark.) said the hearing is to determine if (1) payments were made to stations or their employes for advantage without announcement of payments; (2) some products get unfair advantages through hidden commercials and deceptive broadcasting; (3) stations have misrepresented themselves in competing with other media; (4) stations have delegated control of material broadcast to others.

He said his group has not prejudged anything nor singled out any individuals of stations for unfair treatment.

Norman Prescott, former disc jockey at WBZ Boston, was heard in closed session at his own request and Rep. Harris afterward termed him "cooperative."



Political payola? • Stan Richards, former disc jockey at WILD Boston, said he took money and gifts but played no favorites. He compared payments made by record companies with political contributions: the giver pays "in the hope that something good will happen."

Paul G. O'Friel, general manager, WBZ Boston • Mr. O'Friel said in November 1959, he instituted the station's own investigation of payola practices. Two of the six d.j.s admitted receiving payments, although they denied it was payola, he said; they were suspended and are now on a probationary status. He stated his investigation consisted mainly of obtaining affidavits.

Mr. O'Friel also testified he sent George W. Givens, WBZ music librarian, and Norman Prescott, a WBZ disc jockey, to New York to get free records from distributors for the station's "miserably sparse" record library. The subcommittee estimated the value of the records garnered on the trip as up to $5,000. Mr. O'Friel said he did not consider this a form of payola, but a "long-standing business practice in the broadcasting industry."

Dave Maynard, WBZ disc jockey • Mr. Maynard admitted receiving $6,817 over a two-year period from three Boston distributors but claimed that these were "expressions of appreciation" for his playing records at teenage hops and advising the distributors of their sales potential. He denied that any of the money was payment for playing records on the air. One record distributor made payments totaling $2,600 for an automobile for Mr. Maynard, which he said he had considered an outright gift until investigation began, when he assumed payments himself. He explained he had done this because he felt himself guilty of "very poor judgment."

Rep. John E. Moss (D-Calif.) referred to the car payments as the distributing company's "regularly scheduled gratitude" and asked Mr. Maynard if he thought the company had done this "out of the goodness of its heart" or had expected him to air its records in return. Rep. Samuel L. Devine (R-Ohio) said, "I feel the witness has been less than frank."

Alan Dary, WBZ disc jockey • Mr. Dary was commended as a "cooperative" witness. He testified he received some $400 in Christmas gifts, occasional gifts of liquor, also at Christmas, and a hi-fi set from a record company. He said a Boston carpet company had carpeted his master bedroom free in exchange for additional work he

DISC JOCKEYS HAVE NOT TAKEN OVER RADIO

It's annoying to the many talented and conscientious people in radio broadcasting to read these days that disc jockeys and attention-getting gimmicks have taken over radio. It's presumptuous of newspaper and magazine reporters to add that this is typical of all radio. This attitude may be typical of some stations—certainly not radio in general . . . definitely not WJR.

Good radio programming is an art. It consists of careful blending of information, entertainment and public service. WJR backs that belief with a program payroll of a million dollars annually. This represents the highest program budget of any radio station in the country. Many stations, like WJR, practice the art of good programming with great success. Others, either lacking the art or inclination, resort to canned music around the clock.

Music, being a popular form of entertainment, is an important consideration in WJR's programming. But here it is a well-balanced blend of "live" musical shows featuring talented artists, and recorded programs that offer music for every taste. In catering to the listening preferences of 17,000,000 people, WJR does not emphasize any one type of music. No more than we could allow any one person to select the music for all of our listeners.

"Live" music on WJR consists of a pre-tested selection of current hits, old favorites, classical, semi-classical, and choral music. WJR does not sneer at any type of music. It has its record shows, too. But, and here's the big difference, our music emcees play a varied program fare with the main emphasis on music that endures rather than the so-called top ten.

WJR's recorded musical programs include popular songs, old favorites, western and folk songs, religious music and band music, as well as the latest hits. However, WJR is not in the record promotion business. It is in the business of satisfying the listening preferences of people at every social, economic, age and educational level. This has been our sole aim for 35 years. Proof of our success is the fact that more people listen to WJR than to any of the other 196 radio stations heard in the Detroit-Great Lakes area.

WJR

The Great Voice of the Great Lakes

THIS FULL PAGE AD APPEARED IN THE DETROIT FREE PRESS **AUGUST 18, 1957**

The high price of a holiday weekend in Miami Beach

The hearing last week was told that this is what the record companies spent for functions at the deejay convention, as well as the expenses listed on the hotel ledger card.

The following functions were paid for by the record companies in the amounts listed below:

Function	Date	Paid for by		Amount
Breakfast	May 30	Atlantic Records		$ 1,770.00
Cocktail Party	May 29	Capitol Records		12,357.15
Reception	May 29	Carlton Records		755.17
Reception	May 30	Carlton Records		414.63
			Total	1,169.80
Lunch	May 30	Columbia Records		3,325.00
Buffet	May 29	Columbia Records		2,812.85
Dinner-Banquet	May 30	Dot Records		14,950.00
Cocktail Party and Buffet	May 28	Mercury Records, Inc.		6,625.53
Lunch	May 29	Radio Corp. of America, RCA Victor Records Div.		3,540.00
Barbeque and Dance	May 30-31	Roulette Records	(Bar)	8,850.00
			(BarBQ)	4,205.00
			(Bkfast)	2,360.00
			Total	15,415.00
Buffet Breakfast	May 29	United Artists Records		1,770.00
Lunch	May 28	Rank Film Distributors of America		318.60
Poolside Reception	May 30	Liberty Records		4,079.54
			GRAND TOTAL	$68,133.47

Expenses of Record companies from ledger cards submitted by the Americana Hotel:

Company	Amount
Atlantic Records	$ 3,270.50
Cadence Records	703.99
Capitol Records	19,812.71
Carlton Records	1,860.05
Coed Records	126.35
Columbia Records	9,415.39
Decca Records	509.54
Del-Fi Records, Inc.	600.39
Dot Records	19,465.92
Liberty Records	6,576.64
London Records	42.69
Mercury Records	8,843.52
MGM Records	484.65
RCA Victor	8,569.81
Roulette Records	19,158.60
The Storz Stations*	3,013.45
United Artists, Inc.	3,389.61
Vee Jay Records, Inc.	1,481.31
Warner Bros. Records	819.83
TOTAL	$108,164.95

* The Storz file includes 34 other ledger cards in various names; charges thereon aggregate $9,500; payments $1,400. The names of the registrants are not listed herein as the Subcommittee does not know who is liable for the unpaid charges, $8,100.

had done helping the company plan its radio advertising. He described the gifts as "business amenities." When asked by Rep. Moss if he had had knowledge of payola prior to the hearing, Mr. Dary stated he was shocked to learn of it. He said his show was mainly programmed for adults and avoided "the raucous music you would ordinarily associate with payola."

Lester Lanin, orchester leader • Mr. Lanin said he asked $2,500 but agreed to take $1,000 to appear in September 1958 with his orchestra at a "block party" in Brockton, Mass., arranged for "charity" by DuMont Record Distributing Co., which distributes the Epic label (Columbia Records subsidiary) in New England.

He agreed to $1,000 he said, and was promised "exposure" on WBZ. Chief counsel Robert W. Lishman said the party had been characterized as a promotion by WBZ rather than a "charity" effort. Mr. Lanin said DuMont paid him only $400 and that $600 is still unpaid, but he isn't worried because Epic, which records the Lanin orchestra, will stand good for the debt. He admitted the exposure on WBZ was an inducement for his appearance.

George W. Givens, manager, WORL Boston • Mr. Givens said he was serving as promotion and musical director at WBZ in the fall of 1958, when he and Mr. Prescott, with the assent of Mr. O'Friel, went on a trip to New York to solicit free records from 10 major record companies to "rebuild" WBZ's record library.

He and Mr. Prescott, Mr. Givens said, obtained about 1,000 records altogether from: Roulette, Epic, MGM, Decca, Capitol, Atlantic, Mercury, Victor, London and Columbia. Only Decca was reluctant, he said, but gave them some 200 records after promising "never to do it again." All the companies were assured the records would be played on WBZ, he said.

He said all radio stations use a special arrangement to get records for $0.75 to $1 apiece. Mr. Givens said he didn't think he did anything illegal, but felt he was "begging for merchandise."

Mr. Givens, at Westinghouse stations from 1951-58, said all Boston newspapers except the *Herald Traveler* (which owns WHDH-AM-TV) carry the WORL schedule free and that the "omission by that newspaper hasn't helped" WORL.

Joseph Finan, Cleveland • Mr. Finan, who was fired from a $38-40,000 job running a four-hour disc jockey show at KYW Cleveland on Dec. 3, 1959, admitted he accepted around $15,000 from record and record distributing companies from early in 1958 until he was discharged last December.

But, he said, most of the money was paid for "listening" to records of various companies on his own time or for advising record companies on producing hits.

One exception was Big Top Record Co., New York, for which he accepted money for airing a record which he thought had good possibilities anyway, he said.

Mr. Finan denied charges in an affidavit submitted by Myron O. Burnison, manager of Main Line Cleveland Inc., record distributing firm for Victor Records in the Cleveland area, that Mr. Finan agreed to play Victor records and give more attention to them for $50 each. Mr. Finan said his agreement with Allan Clark, then Victor field representative, was only to advise him which records to promote.

Mr. Finan said he received payments during 1958, 1959 or both as follows: Main Line, $1,250; Cosnat Record Distributing Co., New York (Jubilee and Jay Gee), $2,500; Mercury Records, about $5,200; Big Top Record Co. (subsidiary of Hill & Range Pub. Co.), $450; United Artists, about $600; Shad Record Co., New York, $1,400; Hugo & Luigi Productions (Hugo Paretti and Luigi Creatory, now top artist and repertoire men for Victor records), $1,400; Decca Records, $600; Cameo

Ike comments

President Eisenhower said the question of public morality is involved in use of the airways by recipients of payola, responding to a reporter's query at his Feb. 11 news conference.

A reporter observed it was the eve of Lincoln's Birthday and asked the President what he thought about disc jockeys and payola against the Lincoln background. Mr. Eisenhower said a disc jockey who accepted payola just hadn't thought through the moral implications.

Successful advertisers know the attention-getting power of a spot well-placed. Nothing is more flexible than spot advertising, and no other medium can offer the selectivity, exclusivity, and productivity of spot.

"We always send a man to do a man's job" H-R *Television, Inc. Representatives*

Homework • Former KYW disc jockey Joseph Finan said most of the money he took from record companies was for listening to their records—which he did mostly at home—to assure that potential hits would not be overlooked. Some payments were for "advice."

Rewarding trip • George W. Givens, now WORL Boston manager, told how as music director of WBZ Boston he successfully solicited 10 record companies in New York for about a thousand records to rebuild the WBZ record library.

Hop money • WBZ Boston disc jockey Dave Maynard said the money he got was paid for playing records at teenage hops and for giving record companies counsel on records. Rep. Samuel Devine (R-Ohio) called him "less than frank" as a witness.

Record Co., Philadelphia, $450; Carlton Records, $1,050; Epic Records, $400; Coed Records, $600; Meridian Music Pub. Co. (Red label), $300; London Records, $200; Madison Records, $150.

He also acknowledged an interest-free $2,000 loan from Chess Records, Chicago, 18 months ago on which he still owes $1,700.

Mr. Finan and the following witness, Wesley Hopkins, both were fired Dec. 3, 1959, by letters from Westinghouse officials who said they had evidence of outside interests which obviously involved payola.

Rep. Harris in excusing Mr. Finan called the witness' experience "pathetic" and said his acts "throw a bad light on the industry." He later told newsmen he felt the disc jockey's conduct was "illegal."

Mr. Finan afterward issued a statement charging Rep. Harris' comments were "grossly unfair."

Wesley Hopkins, former disc jockey at KYW, now unemployed • Mr. Hopkins said he agreed with Mr. Finan's statement charging unfairness by the subcommittee.

The witness said he received payments from record companies totaling about $5,000 in 1958 and $7,000 in 1959 for listening to records issued by these companies and giving his judgment on their commercial potential. He denied he ever gave their records preferential treatment on the air.

He acknowledged receiving payments in 1958 or 1959 or both from record companies as follows: Main Line Cleveland, about $1,300; Mercury, $3,400; Cosnat, $1,675; Big Top, $300; Shad Records, $575; Cameo Records, $75; Carlton Records, $950; Jubilee Records, $900; Coed Records, $275; End Records, $200.

Mr. Hopkins said his salary was $21,800 a year. He said he attached no significance to the practice of big record companies "covering" a record made by a small company (i.e., recording the same tune by a "name" artist after a tipoff from disc jockeys that the original record had commercial possibilities). Most of the top 40 lists are made up of smaller labels, he said.

Mr. Hopkins said he felt companies paid money to him to keep their records from "getting lost in the shuffle"; no one person, he said, had time to listen to the many records that came in each week. He denied knowing anything to support a Cleveland newspaper story that the third-floor men's room at KYW was known as "the payola booth." He disagreed that a disc jockey can popularize a record by airing it, saying this might help, but a record has got to "have it" to "make it."

Charles Young, former record librarian at KYW Cleveland, now unemployed • Mr. Young said he helped produce the Finan and Hopkins four-hour record shows, selecting records to be played or those that were good enough to be played and consulting with the two disc jockeys on selections.

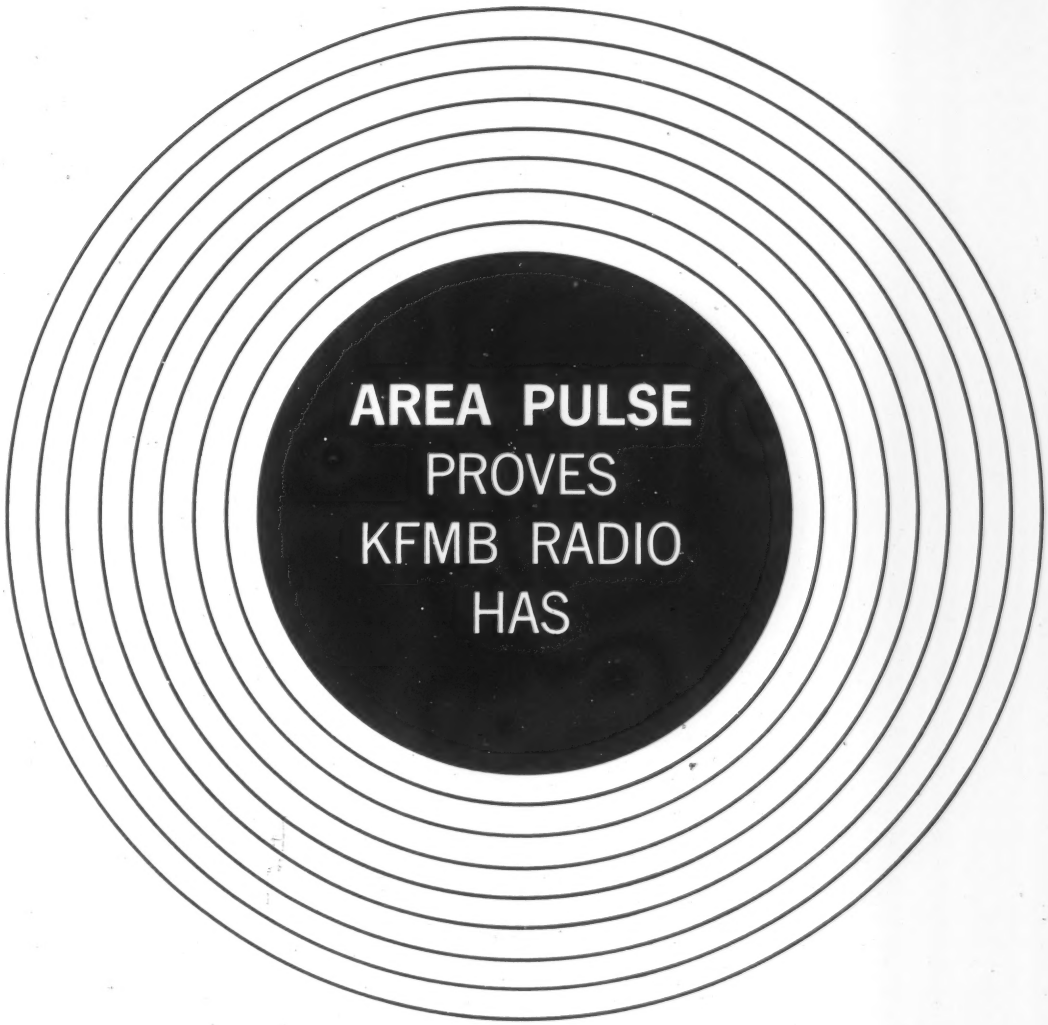
He acknowledged receiving payments in 1958-59 from: Main Line Cleveland, $450; Mercury, $800-$900; Time Records, $300; Roulette, $500; Coed, $50-$75; Cosnat, $300-$350.

Mr. Young said he realized the companies expected special consideration of their records, but that even though he accepted the payments, he never favored their records in making up his lists. Mr. Young said KYW fired him Nov. 1, 1959 a month earlier than Messrs. Finan and Hopkins were fired, when station officials found he was receiving outside money.

He denied that KYW played one record four times in two hours to pacify one record company official who was unhappy at the lack of exposure of his records and threatened to "go to Washington." Rep. Walter Rogers (D-Tex.) wondered whether Mr. Young thought the record companies were paying him because they "loved him" and why the payments stopped when he left the station.

All the former KYW employes said during their testimony that they were of the impression that the station log, showing tunes actually played, was kept by the station for at least a year. Counsel Lishman remarked afterward that the subcommittee had subpoenaed these logs and was "told they weren't available."

Edward E. Eicher, special services



THE BIGGEST AUDIENCES* IN FOUR** SOUTHERN CALIFORNIA COUNTIES, BURSTING WITH NEARLY 2,000,000 PROSPEROUS PEOPLE***!

*Pulse Area Survey, Nov., '59 **San Diego, Riverside, Orange, Imperial ***Sales Management Survey, May, '59

KFMB RADIO CBS SAN DIEGO

A TRANSCONTINENT STATION

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

Business practice • Paul G. O'Friel, WBZ Boston general manager, said he sent two station employes to New York to solicit major record companies for free records to restock a "sparse" station library. This way of getting records is a "long-standing business practice" in broadcasting, he said.

director of Americana Hotel, Miami Beach, Fla. • Mr. Eicher verified subpoenaed hotel records showing record companies paid $117,664 to that hotel for various expenses. He said Americana had reserved 2,000 rooms in the Bal Harbor area of Miami Beach for delegates (he estimated 2,000 to 2,500 attended the disc jockey convention), but that only 753 were used. He felt this was because the five Bal Harbor hotels refused to use "due bill" arrangements (furnish hotel facilities in exchange for advertising on the stations represented at the convention).

He said the hotel suspected one promotion planned by RCA Victor involved gambling; warned RCA and the convention sponsor, Storz Stations, that no gambling would be permitted. He said he was assured gambling was not involved.

He acknowledged record companies paid for the rooms of some disc jockeys and said they also paid for rooms occupied by singer Pat Boone and wife and former Gov. Frank Clement of Tennessee. Rep. Harris brought a big laugh by saying, "Maybe, I'd better stop there."

Mr. Eicher said Mr. Clement called the convention "dignified and proper" and made a speech on the "importance of disc jockeys in today's way of life."

Mr. Eicher said 2,000 bottles of bourbon were served during an eight-hour recording session by Count Basie, sponsored by Roulette Records.

Counsel Lishman said the information furnished by Mr. Eicher was being entered into the record and that the convention would get further exploration later during the hearings.

Stan Richards, former disc jockey at WILD Boston, now unemployed • Mr. Richards admitted accepting $6,225 from Music Suppliers of New England Inc. and $50 from Mutual Records Inc., but said no payola was involved because the companies handled all labels and he played those he wanted to.

He also acknowledged staying at a hotel at the Miami Beach convention at the expense of Roulette Records and charging $117 worth of clothes to the hotel tab.

The subcommittee members almost forgot about payola as they listened, fascinated, to Mr. Richards' fast patter. He told them, among other things:

• He played good music, not rock and roll. Frank Sinatra, he said, is his favorite all-time singer.

• He knew nothing of talk that Tommy Leonetti, a guest star on a show he conducted on WBZ-TV, had received a check for his appearance, endorsed it and returned it to the show's producer. He said WBZ-TV didn't like the show but was "forced" to put it on when a sponsor was found. The station did everything possible to destroy the show because "they couldn't take the bows for it." He concluded: "I guess I'll never work for Westinghouse."

• He wasn't on record companies' payrolls because his show (on WILD) had a low rating. "One time I owed Pulse six listeners for a month."

• He likened payments by record companies to disc jockeys to payments by political contributors to a candidate. Each, he said, "hopes something good will happen." This, he said, is the way of American business: "I do it for you and you do it for me."

• He told the congressmen that "you haven't had much of a shake so far" and added: "This is a great trip for me."

• He charged that newspaper stories make disc jockeys "look like vicious characters, as if we're toting a gun." He said, "We're being tried by newspapers." (Several newspaper reporters, writing furiously to keep up with his talk, stopped scribbling at this). Before the payola headlines, he said, he made a deposit on a house and the developer, who thought a disc jockey would be an asset to the neighborhood, cut the price $1,000. But after the newspaper headlines, he said, he lost his job, tried to get his deposit back and was refused.

Mr. Richards said his contract at WILD was not renewed last December because the station was losing money. He predicted "fly by night" record companies would fold as a result of the investigation and said he'd always played records by established stars, not by somebody named "Ookey Ook."

The hearing resumes today (Monday) at 10 a.m. and is scheduled to run through Friday. Witnesses scheduled this week:

William C. Swartley, WBC regional vice president; Don Masters, WHIL disc jockey; Lou Goldberg, who is librarian at WEZE Boston; Maxwell Richmond, president, Robert S. Richmond, general and commercial manager, and disc jockeys Mel Miller and Arnold Ginsberg, all of WMEX Boston; disc jockeys and executives of WHDH Boston.

Donald DuMont, president of DuMont Record Distributors, Boston; Harry Carter, president-treasurer, Gordon Dinerstein, vice president; Edward Smith, attorney, director and clerk, and Harry Weiss, promotion manager, all of Music Suppliers of New England Inc., Boston; Samuel Clark, president of Am-Par Records (AB-PT), who formerly held interests in Music Suppliers; Cecil Steen, Records Inc., Boston; Irwin B. Goldstein, general manager, Mutual Distributors, Boston, and other record company officials.

Advice & consent • Former KYW Cleveland disc jockey Wesley Hopkins (r) said the money paid him was for his expert advice on whether a record "had it and would make it," not for putting it on the air. Charles Young (l), former KYW record librarian, said he consented to accepting money from record companies, knowing they wanted special consideration, but that he didn't let that influence his selection of records for airing.

WGN TELEVISION

In the public interest

Examples of responsibility to the community we are licensed to serve—

"STOP OR GO"—Saturdays, 10:30 A.M., Police Officer Baldy and Ned Locke preside over this safety quiz featuring Chicago Boys Club members—a WGN Public Affairs production in cooperation with the Women's Board of the Chicago Boys Clubs.

"THE WORLD TODAY"—Monday thru Friday, 8:15 A.M. —A WGN Public Affairs program for teachers in cooperation with Chicago Public Schools.

"CHICAGOLAND CHURCH HOUR"—WGN Public Affairs presents remote telecasts from a different Chicagoland church each Sunday morning.

"RFD CHICAGOLAND"—Sunday morning program featuring subjects of interest to Chicagoland farm families and viewers interested in farm problems and information—hosted by WGN Farm Director, Norman Kraeft.

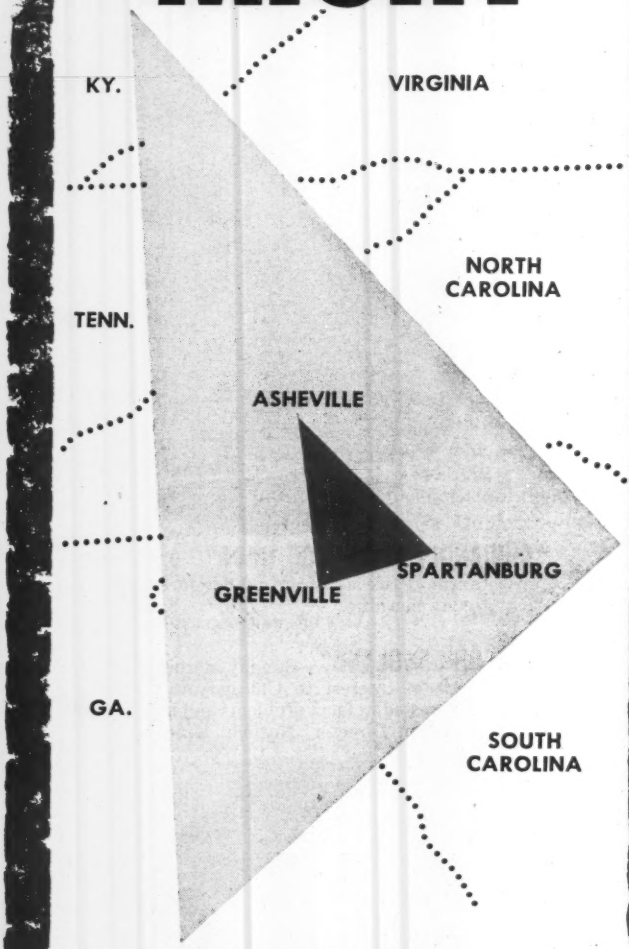
"YOUR RIGHT TO SAY IT"—A WGN Public Affairs presentation in cooperation with Northwestern University with moderator James H. McBurney, Dean of the School of Speech, "Your Right To Say It" features debates on vital topics of the day with leaders in industry, education and politics participating. Sundays, 7:00 P.M.

"GREAT MUSIC FROM CHICAGO"—The finest musical series ever seen on television. Telecast in color, it combines the best in music with the finest musicians of concert stage, opera and the jazz world. The program features the Chicago Symphony Orchestra and such world renowned conductors as Andre Kostelanetz. Sunday evenings, 8:00—9:00 P.M.

In addition, WGN Television presents such vital programs as the first public forum on the steel dispute between Joseph L. Block, Chairman of the Board of Inland Steel Co., and David J. McDonald, President of the United Steelworkers Union . . . five hours of news each week . . . over twenty hours of color programs . . . the greatest number of LIVE local shows.

WGN-TV (QUALITY RADIO WGN TELEVISION INTEGRITY) **Chicago** ***symbol of responsibility in broadcasting***

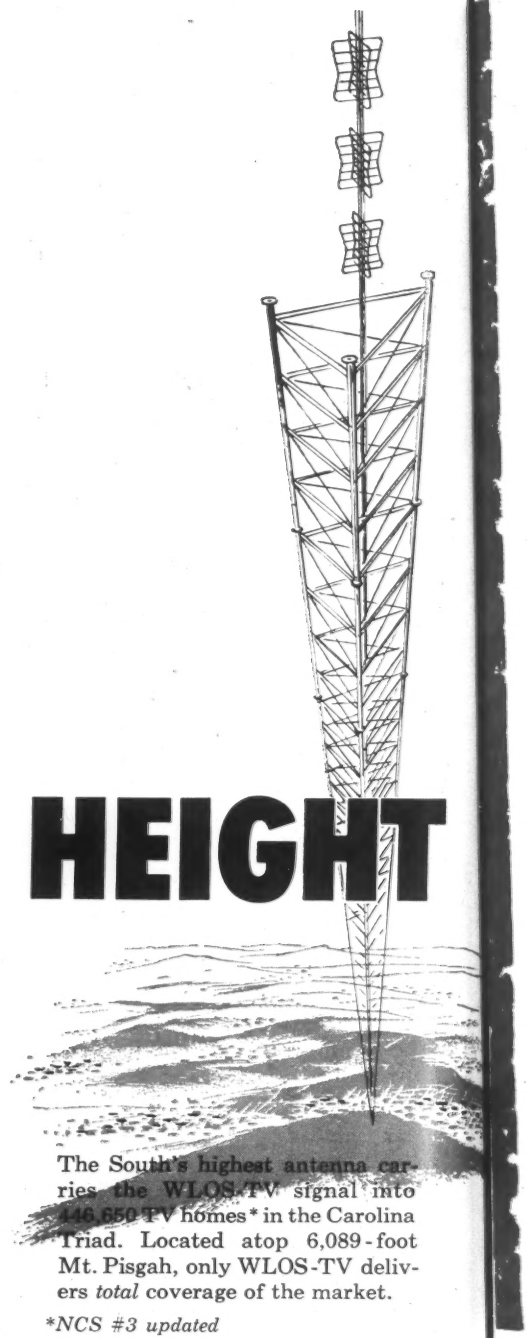
MIGHT



This is the mighty Carolina Triad, a flourishing, 62-county area stretching into six states. Retail sales are now over the $2 billion figure. It's "home country" for plants of a dozen big industrial companies . . . and for their payrolls, too. And WLOS-TV is the only unduplicated network signal in the entire triad.

WLOS-TV's new Greenville studio now in operation (in addition to Asheville facilities)

HEIGHT



The South's highest antenna carries the WLOS-TV signal into 446,650 TV homes* in the Carolina Triad. Located atop 6,089-foot Mt. Pisgah, only WLOS-TV delivers *total* coverage of the market.

**NCS #3 updated*

WLOS-

SIGHT

To see five of the ten highest-rated shows in the area, viewers must watch WLOS-TV. The highest-rated movie is on WLOS-TV. So are the highest-rated daytime strip and the largest children's audience participation strip. The Carolina Triad watches WLOS-TV and loves it!

PETERS, GRIFFIN, WOODWARD, INC.

LIGHT

Let your PGW Colonel throw even more light on this subject. He'll be glad to show you how you can capture this big, bustling market with just one station buy. Talk to him now about selling your products to the Carolina Triad!

-TV

WOMETCO ENTERPRISE

TOWERING NEW FORCE IN THE CAROLINA TRIAD

Unduplicated ABC in Greenville • Asheville • Spartanburg

Represented by: Peters, Griffin, Woodward, Inc., Southeastern Rep: James S. Ayers Co.

abc

42 ON FTC PAYOLA HIT PARADE

Latest complaints include radio stations

The Federal Trade Commission for the first time has charged that radio stations received under-the-counter payoffs for playing phonograph records on the air.

The allegation was made in payola complaints announced Feb. 7. They were filed against three Boston record distributors, charged with making secret payments to disc jockeys as well.

Neither the stations nor the disc jockeys were identified.

An American Broadcasting-Paramount Theatres' subsidiary was one of the record makers named in the latest batch of payola complaints.

This is Am-Par Record Co., New York, which produces the ABC Paramount, Apt, Chancellor, Addison, Command, Waldorf, Wren and Grand Award labels.

The Scorebook • In the last two weeks the FTC has issued five payola complaints. This brings the total number to 42.

The Boston distributors are Records Inc., Music Suppliers Inc. and Dumont Record Distributing Corp.

Charged with Am-Par were its affiliated company, Pamco Music Inc. The other New York complaint was filed against Herald Music Corp. and its affiliated Ember Records and Ember Distributors. They produce the Herald and Ember labels.

Information on these citations has been furnished to the FCC and the Internal Revenue Service, the FTC reported.

The trade commission customarily does not make public the names of the disc jockeys or the radio stations unless the case goes to a hearing before one of its examiners.

The complaints alleged that the record companies gave money or other valuable consideration to disc jockeys for "exposing" their records on the air in order to increase sales. This is an unfair trade practice, it is claimed.

The same charge was filed against the Boston radio stations.

Meanwhile, Alpha Distributing Co., New York, conceded "having given valuable consideration to certain individuals in radio stations to test, promote and expose records." The company contended that these payments were not illegal. It also challenged the jurisdiction of the FTC on the ground that only a small portion of sales were out of state. The FTC can only act on unfair practices in interstate commerce. The company asked that the complaint be dismissed.

FCC program authority upheld by Comr. Ford

Never has a court ruled that FCC consideration of programming was illegal or contrary to either the Communications Act or the Constitution, Comr. Frederick W. Ford told the Tv & Radio Advertising Club of Philadelphia last week.

Moreover, he said, the Commission's authority (in programming) has been upheld by the Attorney General in his report to the President (BROADCASTING, Jan. 11) and by the House Legislative Oversight Subcommittee (BROADCASTING, Feb. 8). In his speech last Thursday (Feb. 11), Comr. Ford quoted from an earlier address in which he stated the Commission is not prevented from reviewing a licensee's overall programming at renewal time (BROADCASTING, Aug. 31, 1959).

Comr. Ford again recommended that license renewal forms be amended to require stations to report, in narrative form, the needs of their communities and how those needs are being met. He noted that the FCC now is considering rulemaking to amend its program renewal forms.

KIMN wins a round in fight for license

KIMN Denver won a preliminary round last week in its fight against license revocation proceedings. The FCC stayed its hearing order pending consideration of a KIMN petition for reconsideration.

The stay was granted on a 4-2 vote, with Comrs. Robert T. Bartley and John S. Cross dissenting. Earlier, Hearing Examiner Charles Frederick had denied the KIMN petition for a stay and two prehearing conferences had been held. The hearing proper was scheduled to begin March 1 in Washington.

Ten days ago, KIMN filed an addition to its original petition for reconsideration (BROADCASTING, Jan. 11) and quoted the FCC's own words to back its contention the Commission does not have legal authority to revoke the station's license. KIMN said the FCC's announcement Feb. 4 that it planned to seek legislation and rules changes to give it jurisdiction over certain undesirable program practices (BROADCASTING, Feb. 8) makes it "abundantly clear that continuation of instant revocation proceeding cannot be reconciled with the legal principles. . . .

"There is no issue in the proceeding as to the overall programming balance of station KIMN. There is no allegation or suggestion that any specific law has been violated . . ." KIMN said. "This proceeding looks toward revocation of respondent's license because of specific programs carried on its station. Thus, this proceeding looks toward taking a kind of action which the Commission has now formally recognized . . . that it has no power to take."

In a related development, it has been learned, the Justice Dept. has turned down an FCC recommendation that criminal action be taken against KIMN disc jockey Royce Johnson who allegedly made off-color and smutty remarks over the station. The Commission instituted its revocation proceedings as a result of Mr. Johnson's broadcasts.

Justice told the Commission that "successful prosecution cannot be reasonably anticipated." Key personnel at the FCC reportedly are none to happy with the Justice opinion and feel it is in direct variance with the Attorney General's widely-circulated contention that the Commission had adequate power but failed to act to curb the quiz deceptions and payola practices.

IN THE CONGRESSIONAL HOPPER:

Here are capsulated versions of legislation of interest to broadcasters:

S 2958. Sen. Warren G. Magnuson (D-Wash.)—would relieve FCC of having to make annual report to Congress on new FCC personnel. Senate Commerce Committee. Feb. 1.

HR 10,241. Rep. John Bennett (R-Mich.)—would prohibit use of station for deceptive advertising or preparation of programming involving deception (rigged quizzes, etc.), including commercial or any on-air promotion, with criminal penalty for violation. House Commerce Committee. Feb. 8, 1960.

HR 10,242. Rep. John Bennett (R-Mich.)—would give FCC power to issue licenses of one year or less at alternatives to regular three-year renewal where public interest indicates and to suspend licenses for 30-day periods in lieu of revocation. House Commerce Committee. Feb. 8, 1960.

HR 10,259. Rep. Oren Harris (D-Ark.)—would require painting and lighting of abandoned radio-tv towers. House Commerce Committee. Feb. 8, 1960.

HR 10,261. Rep. Oren Harris (D-Ark.)—would relieve FCC of having to make annual report to Congress on new personnel. House Commerce Committee. Feb. 8, 1960.

HR 10,275. Rep. Thomas M. Pelly (R-Wash.)—would authorize daytime am stations to operate from 6 a.m. to 6 p.m. House Commerce Committee. Feb. 8, 1960.

TREAT YOURSELF TO UNITED'S EXTRA CARE SERVICE ON THE BEST OF THE JETS

You will find *extra care* is everywhere aboard United Air Lines great DC-8 Jet Mainliner®. You will enjoy delicious meals on the DC-8, prepared by master chefs, served graciously by attentive stewardesses. You will settle back easily in the biggest, highest, widest seats in the sky. You will enjoy friendly conversation and relaxation in one of the two colorful "living room" lounges—one for First Class and one for Coach passengers. It's a real treat, flying the DC-8. Why not treat *yourself* soon? Call your Travel Agent or United Air Lines for de luxe First Class or thrifty Custom Coach accommodations.

DC-8 non-stop service:

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JET MAINLINER, BY DOUGLAS

THE BEST OF THE JETS . . . PLUS UNITED'S EXTRA CARE

The comfortable high, wide DC-8 seat adds privacy to your dining pleasure

FCC REVERSED
Court overturns STA in Baton Rouge case

A longtime FCC practice of granting special temporary authorizations for interim tv operations pending the outcome of a comparative hearing for a final grant in a contested case was made suspect last week by the U.S. Court of Appeals in Washington.

The court, in a divided opinion, reversed the FCC's July 22, 1959, grant to ch. 28 WABF-TV Baton Rouge, La., to operate temporarily on ch. 9 in that city pending the outcome of a two-party comparative hearing.

The circuit court's two-to-one ruling held that the FCC erred in granting the STA by way of a simple order.

The Commission should have issued an order, the court said, with explicit findings on a number of issues raised by the other ch. 9 applicant, Community Broadcasting Co. (WIBR Baton Rouge). These include possible overlap between WABF-TV and WDSU-TV New Orleans and concentration of media, the court said. WABF-TV and WDSU-TV have common ownership.

A key point in the decision, written by Circuit Judge Warren E. Burger for himself and Judge Wilbur K. Miller, was that the Baton Rouge STA is likely to run 2½ to 3 years (due to the presumed length of the comparative hearing) and cost WABF-TV from $250,000 to $500,000. This is likely to prejudice the Commission in favor of WABF-TV the court said.

Integrity Unquestioned • This does not question the good faith or the integrity of the Commissioners, the court stated, "it is a recognition that they are mortal men."

Circuit Judge John A. Danaher dissented. He maintained that the FCC's judgment on the need for the issuance of the STA should prevail.

The STA was issued to WABF-TV following the FCC's move of ch. 9 from Hattiesburg, Miss., to Baton Rouge in June 1959. WABF-TV's request for temporary authority was protested by Community Broadcasting Co. The FCC denied the objection on the ground that a second vhf service in Baton Rouge was needed as soon as possible. Baton Rouge is served by ch. 2 WBRZ(TV) as well as ch. 28 WABF-TV. Last August the same court granted a stay of the STA in response to a request by WIBR.

Judge Burger's decision is considered a landmark ruling on this question, superseding previous court decisions which consistently upheld the FCC's authority to decide on the need for temporary authority.

FCC Authorized • The court upheld the right of the FCC to issue temporary operating authority, but maintained that the privilege was circumscribed.

"The grant of temporary authority to one of several competing applicants before there has been any hearing is pregnant with danger to truly comparative consideration," Judge Burger wrote. Aside from the investment, "intervenor [WABF-TV] will accumulate the great advantage of demonstrated past performance as against the promised future performance of the competing applicant," the court said.

In order to justify a temporary grant for as long as 2½ or 3 years, Judge Burger ruled, "the public interest must be clear and it must be made the subject of explicit findings in the particular case in unmistakable terms; and such deterrent factors as concentration of media and overlap must be explicitly dealt with in findings which afford an adequate basis for appellate review."

He added:

"The factual and legal issues involved in granting the STA are not whether a new channel is *ultimately* necessary, but whether the service in question is *so* immediately and imperatively necessary that it must be granted at once in spite of the great financial risk of one party and the possible prejudical effect on the other who is not favored, and the derogation of the whole comparative hearing concept."

Another request appearance in Washington

The Senate Commerce Committee will host a "conference" this Friday (Feb. 19) to hear government agencies, broadcasters and advertisers tell what they are doing to correct alleged deception and other abuses in radio and tv (BROADCASTING, Jan. 25).

Scheduled to participate in the informal meeting are all members of the FCC (except vacationing Chairman John C. Doerfer) and Federal Trade Commission; Harold E. Fellows, NAB president; Donald H. McGannon, Tv Code Review Board chairman; Leonard Goldenson, American Broadcasting-Paramount Theaters president; Robert Kintner, NBC president; James Aubrey, CBS-TV president; John J. Ryan, legal counsel, Advertising Federation of America; Peter W. Allport, executive vice president, Assn. of National Advertisers and Frederic Gamble, president, American Assn. of Advertising Agencies.

Sen. Warren Magnuson (D-Wash.), committee chairman, said the meeting this week will be conducted on "roundtable, informal" type discussions.

New Bedford tv grant termed 'possible'

An immediate grant of ch. 6 in New Bedford, Mass., "is now possible," Eastern Broadcasting Corp., one of the four applicants who have reached a merger agreement for the facility, told the FCC last week.

Eastern asked the Commission to schedule "an immediate conference" which will include the U.S. Coast Guard and the Broadcast Bureau. Final determination leading to the grant of ch. 6 to E. Anthony & Sons, the agreed applicant for the site, can thus be expedited, Eastern told the Commission.

The applicants have encountered strong objections to their proposed location by the Coast Guard which claims that its Loran-C station would be impaired by the New Bedford channel (BROADCASTING, Dec. 28, 1959).

To meet the objections of the Coast Guard, the Anthony interests have filed a petition with the FCC to change sites. The new proposed site, Eastern said, would "involve a trifling waiver of mileage separation standards which will become unnecessary if a proposed move of a co-channel station in Maine is approved."

Senator predicts more investigations

Additional investigations by the government into broadcasting because "they have not yet wrung all the juice out of this grapefruit," have been predicted by Sen. Eugene J. McCarthy (D.-Minn.).

Speaking at the 13th Annual Radio-Tv News Short Course at the U. of Minnesota on Feb. 5, Sen. McCarthy said that "very little" in the way of new legislation against broadcasters can be expected if the industry makes its own "needed changes."

The course, sponsored by the school of journalism in cooperation with the Northwest Radio-Tv News Assn., also heard a plea for increased community service programming by Gene Wilkey, general manager of KMOX-TV St. Louis. Mr. Wilkey suggested that community service broadcasting is "the way to maturity—to stature and community influence open to any television or radio station. . ."

RED FACES OFF THE POTOMAC

An account executive, a time buyer, and a copy writer were working late. They were in a luxurious conference room; the handsomely upholstered chairs got the better of them; one yawned; another yawned; the third yawned. One after another dropped off to sleep. A supervisor peeked in, looked at a schedule, noted that WMAL-TV was missing, dashed back to the art department, returned with a brush and red paint, and painted their faces red.

He slammed the door as he departed. They all awoke—and began laughing at each other. Suddenly the time buyer stopped laughing, for she realized that her own face was red, too.

Aside from the fact that she knew her face ought to be red because of the omission, what was the reasoning that enabled her to conclude that her face was really painted?

(How's your logic? Don't be red-faced—send your solution to WMAL-TV. Win a healthy respect for WMAL-TV's performance—and a copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., New York.)

wmal-tv abc

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

FCC PROPOSES NEW LAWS

'Crime doesn't pay' legislation would make payola, other deceptions, federal offense

The FCC last week publicly announced that it was sending to Congress proposed legislation which would make it a crime to (1) offer or accept payola and (2) participate in any way in deceptive broadcast practices. Proposed as amendments to the Communications Act, the legislation is the same as reported in BROADCASTING, Feb. 8.

Under present statuatory powers, the Commission pointed out that it could not reach networks directly or advertisers, producers, sponsors and "others who in one capacity or another are associated with the presentation of a radio or tv program which may deceive the listening or viewing public." In many instances, the Commission said, the licensee who carries a fixed quiz or similar show may have no knowledge of the deceptive nature of the program.

Of payola, the FCC said it is "greatly concerned over [this] surreptitious advertising practice." Again, in this area, the FCC stated the Communications Act does not give it authority over station employes who accept payola or those who promise to pay.

Both proposals, which call for a fine of $5,000, one year imprisonment, or both, "would be a substantial and effective deterrent . . ." against payola and program rigging, the FCC said.

The Commission also has issued proposed rulemaking to require licensees to institute procedures to prevent payola and to prevent the broadcast of "games of skill" arranged in advance (BROADCASTING, Feb. 8). Comments on both proposals are due by March 5 with reply comments due 10 days later.

The proposed legislation will be forwarded to Congress after it has been approved by the Budget Bureau. Similar legislation was recommended eight days ago by the House Legislative Oversight Subcommittee (AT DEADLINE, Feb. 8).

FCC General Counsel John FitzGerald drafted the amendments to the U.S. Code. They follow:

Deceptive Broadcast Practices • Add a new Section 1344 to Chapter 63 of Title 18 of the Code to read:

"Whoever shall wilfully and knowingly offer, devise, produce, sponsor, or present, or cause to be offered, devised, produced, sponsored, or presented, or whoever shall wilfully and knowingly participate, or shall wilfully and knowingly cause any other person to participate in any program which is broadcast by any radio or television station operating pursuant to a license required by any law of the United States for which any money or other thing of value is given, awarded, or promised as a prize in a test or contest of intellectual skill or knowledge and which is offered or presented as a bona fide test or contest with knowledge that the outcome of such test or contest is prearranged or predetermined for the purpose of misleading or deceiving the public, shall be fined not more than $5,000 or imprisoned not more than one year, or both."

Announcement of Sponsored Programs • Add a new Section 1345 to Title 18 of the Code to read:

"Any person who broadcasts, or knowingly permits or causes to be broadcast, over a radio station for which a license is required by any law of the United States, any matter for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to, or charged or accepted by, such person from any other person without making at the time such matter is to broadcast an appropriate announcement that such matter is paid for or furnished, as the case may be, by such other person, shall be fined not more than $5,000 or imprisoned not more than one year, or both."

Comr. Frederick W. Ford drafted the proposed rule change, accepted by the FCC, covering deceptive programs. The text:

"Quiz Programs and Other Contests of Intellectual Skill or Knowledge; Announcement.—(a) No television broadcast station shall broadcast any program in which the appearance of a bona fide game, contest, or competition of intellectual skill or knowledge is of significance if the licensee knows, or in the exercise of reasonable diligence should know, that the outcome of such event has been in fact prearranged, or participants or contestants have been provided with information, instructions or any other communication for the purpose of influencing the outcome, by any person acting in behalf of the licensee or in behalf of any producer, sponsor or advertising agency associated with the program, unless the prearrangement is disclosed by an appropriate announcement.

"(b) The announcement provided for in subsection (a) shall clearly and fully describe the nature of the prearrangement or assistance rendered to the contestant or contestants, in such manner that the audience will be apprised that the program is not in fact a spontaneous or genuine contest of intellectual skill or knowledge. Such announcement shall be made at the beginning and the end of such program.

"(c) No license shall be granted to a television broadcast station having any contract, arrangement or understanding, express or implied, with a network organization unless the station has received satisfactory assurance from the network organization that any program of the type described in subsection (a) will be accompanied by announcements in compliance with subsections (a) and (b) of this section."

The proposed rule covering payola:

"(f) All licensees and operating permitees shall adopt procedures to prevent the broadcasting of any matter for which service, money or other valuable consideration is, directly or indirectly, paid or promised to, or charged or accepted by, any officer, employee or independent contractor of the station, unless at the time the same is so broadcast it is announced as being paid for or furnished by such person."

April 25 new date for Mack re-trial

The retrial of former FCC Comr. Richard A. Mack and Miami attorney Thurman A. Whiteside on criminal charges they conspired to throw the 1957 grant of Miami ch. 10 to National Airlines has been rescheduled for April 25.

Federal Judge Alexander Holtzoff stated last week that the postponement of the second trial was ordered because Mr. Mack has been adjudged "temporarily incompetent."

Mr. Mack is being treated at Miami's Jackson Memorial Institute for mental and physical illness. A Florida state panel comprising two psychiatrists and a layman reported that the former FCC commissioner is tense, nervous and depressed. They said excessive drinking was a factor. He entered the hospital last month following court commitment on petition of his father.

Mr. Mack is also being sued for divorce by his wife, Mrs. Susan Mack. Mrs. Mack's suit, filed in Miami circuit court, contended that Mr. Mack had refused to live with or support her and had developed the "uncontrollable" habit of drinking to excess.

Judge Holtzoff denied a petition by Mr. Whiteside's attorneys that the Miami attorney and long-time Mack friend, be tried separately. Government lawyers objected to separate trials. Judge Holtzoff authorized the government to have Mr. Mack examined. If Mr. Mack is found unable to stand trial, the government will have to proceed against Mr. Whiteside alone, the court said.

The first trial of the two Floridians last year ended in a hung jury.

HUGE COVERAGE

If you want to cover the massive Cincinnati supermarket, you need real power. Nielsen proves that those 50,000 WCKY-watts pump a signal into 688 counties in sixteen states.

HUGE AUDIENCE

If you want to sell that market you need a man-size audience. Nielsen proves that WCKY reaches almost seven hundred thousand homes monthly in just one three-hour time block.

EFFICIENT RATES

If you want to make money in Cincinnati you need efficiency. Your own comptometer will prove that WCKY cost-per-thousands that huge Tri-State audience at less than ten cents!

WCKY IS SOME BUY!

When the chips are down, you'll find that the blue-chip accounts—national, regional and local—turn to WCKY for results in the Tri-State Cincinnati market. Only 50,000 watt WCKY nails down a major audience in the metro market, rains down a major signal in sixteen states and counts down a cost-per-thousand under ten cents. Power and audience make WCKY some buy!

WCKY RADIO — 50,000 WATTS — CINCINNATI

Regulation by FCC approved by catv group

The community antenna industry told Congress last week that it had no objection to regulation by the FCC, but insisted that legislation be framed "in the public interest."

The communication, approved by the National Community Television Assn. board of directors in a two-day meeting last week in Washington, was sent to the Senate Commerce Committee. It was in answer, NCTA said, to a mistaken impression that the catv industry was opposed to any regulation.

Follow up meeting is planned this week or next with Sens. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, and John O. Pastore (D-R.I.), chairman of the communications subcommittee.

Expected then are detailed discussions about S-2653, a committee bill which superseded the bill (S-2303) recommended originally by Sen. Mike Monroney (D-Okla.) with NCTA support. Among disputed provisions of S-2653 are (1) the requirement that catv systems avoid duplicating programs carried by local tv stations; (2) that the local station must be carried on the catv system if requested, and (3) that the FCC must consider the fate of local tv stations in judging whether to certify catv systems in the same community. The legislative committee of NCTA is headed by George J. Barco, Meadville, Pa.

The bill is before the Senate Democratic Policy Committee and several senators had asked that it be held up, pending the NCTA statement, before being sent to the floor for action. The committee has set no date for its next meeting.

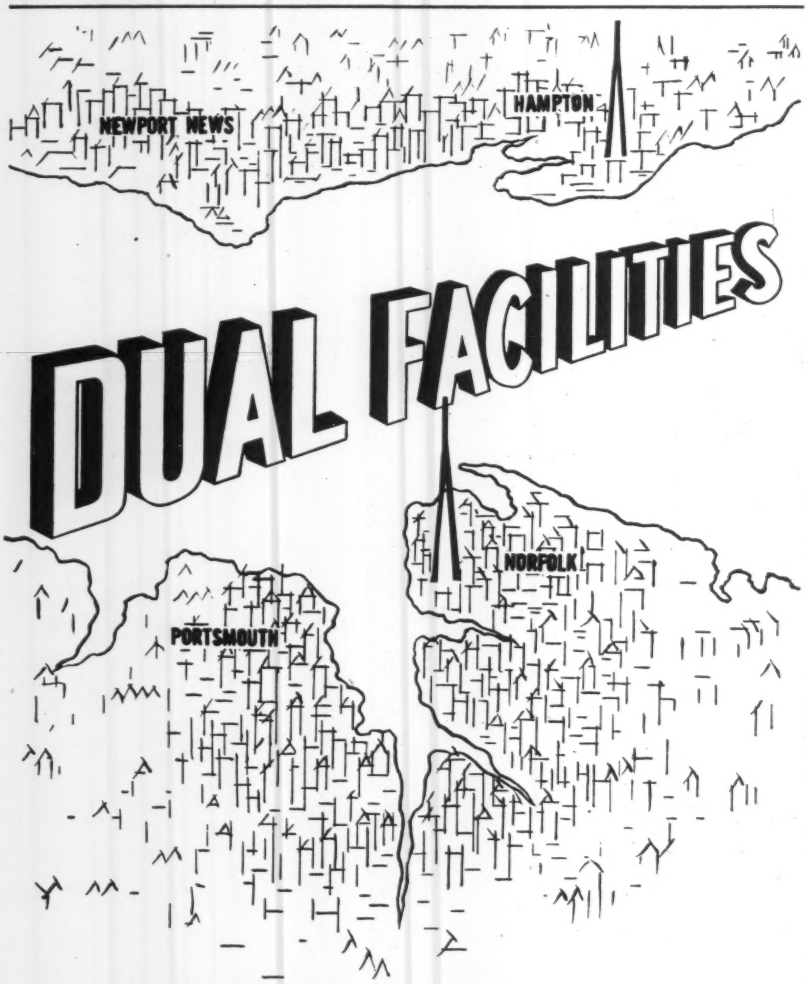
Meanwhile community systems looking toward microwave relay of distant city tv pictures suffered two setbacks last week.

Acting on the protest of two western tv stations, the FCC has stayed its approval of two microwave relay systems. Protests by both KIVA (TV) Yuma, Ariz., and KSWS-TV Roswell, N.M., were granted by the Commission in separate actions.

Under the KIVA protest, the FCC stayed its approval of the construction of private microwave facilities by Antennavision Service Co. to furnish the signals of four Phoenix tv stations to a catv system serving Yuma.

Microrelay of New Mexico Inc. has its Dec. 16 grant set aside for a common carrier microwave relay system to carry programs of KOB-TV, KOAT-TV and KGGM-TV all Albuquerque into Roswell for distribution there by a catv system. The action was the result of a protest by John A. Barnett, licensee of KSWS-TV.

The Commission ordered the Yuma case set for hearing to determine if "disastrous and probably fatal" economic injury would result to KIVA, as the station claimed.



makes WVEC-TV a must
when buying Virginia

The only station in Tidewater with dual telecasting facilities on both sides of Hampton Roads. Twin studios in Hampton and Norfolk provide faster, more complete news and sports coverage and telecasting for all of Tidewater. If you want Sales Action—you want Virginia's Action Station—WVEC-TV. Represented by Avery-Knodel.

abc CHANNEL 13

• Government briefs

Grant and deny • The FCC last week granted a modification of license to WTVM (TV) Columbus, Ga., to operate on ch. 9 instead of ch. 28 while denying a request for a comparative hearing by the Georgia State Board of Education. The board, applicant for ch. 9 in Savannah, had asked for a withdrawal of petition for waiver of Sec. 3.610 of the Commission's rules. The board noted that the WTVM transmitter at Columbus would be four miles short of the 190 mile separation with the board's proposed transmitter site.

Hearing set • The FCC last week designated for consolidated hearing the applications for a new tv station to operate on ch. 9, Baton Rouge, La. Applicants involved are Modern Bcstg. of Baton Rouge Inc. and Community Bcstg. Inc., that city.

"...take four!"

In Television Central, the main control center of the new WBEN-TV studios, camera directions are delivered and executed by the most experienced hands in Buffalo telecasting.

Equally important, these hands work with the finest, most advanced electronic equipment.

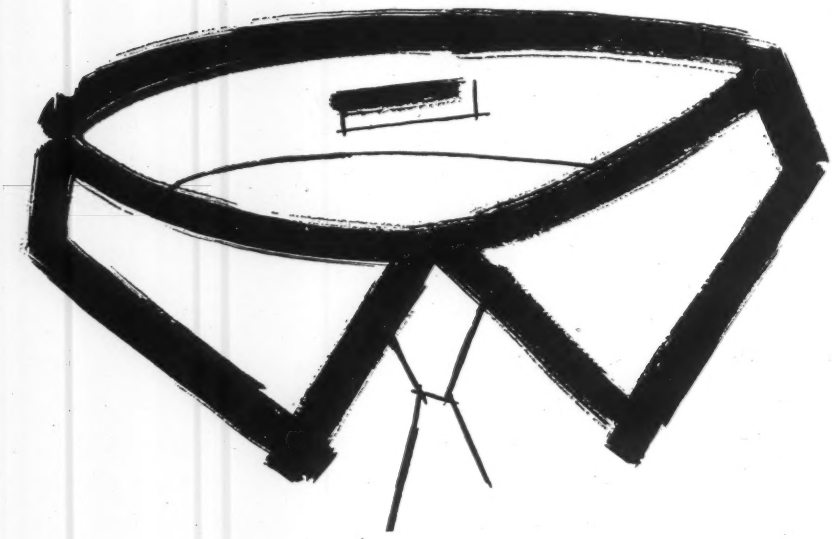
These new facilities are dedicated to quality—quality that builds audience loyalty and client satisfaction. To make your TV dollars count for more, we suggest you "take four"---Channel 4, pioneer television station on the Niagara Frontier and now, in its new home, the most modern and finest facility in America.

National Representatives:
Harrington, Righter and Parsons

WBEN-TV
The Buffalo Evening News Station

CH. **4**
CBS in Buffalo

Audience Profile #4



The heads of 231,052 WWDC homes—52.8% of our audience—are in the professions or in business. Far more "white collars" than the total sample Washington, D. C. average.*

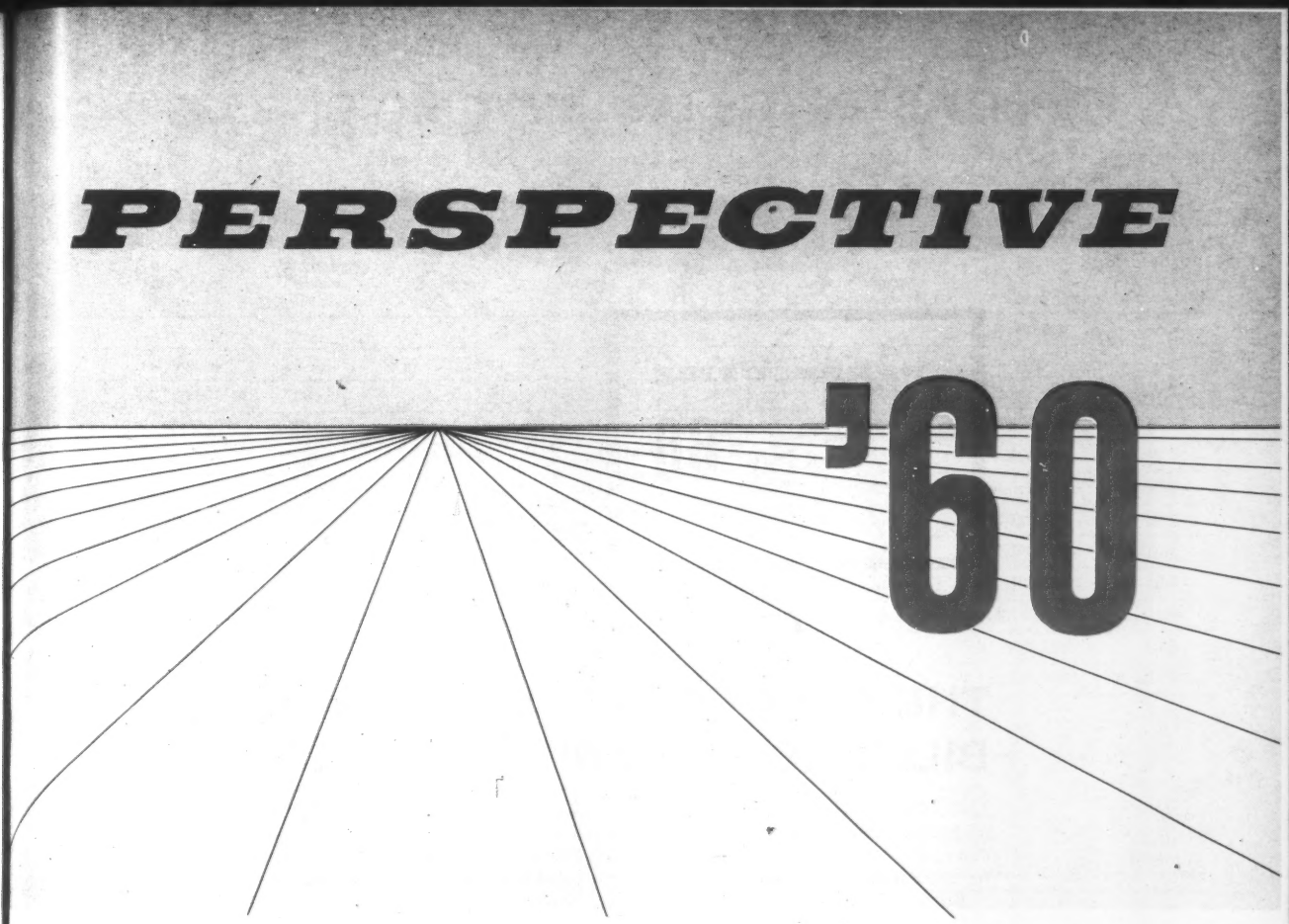
**PULSE Audience Image Study—July, 1959*

WWDC Radio

. . . the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR



BIGGER MONEY, BIGGER PROBLEMS

In the past few months broadcasters have learned to live with a paradox of plenty—plenty of money and plenty of trouble.

It has not been a comfortable way to live, but broadcasters are beginning to think it will be the unavoidable way for much of 1960.

Business was never better than it was in 1959 and business in 1960 promises to be best of all.

But criticisms of both television and radio also set new records in 1959 and give no indication of abating. In a time of unparalleled prosperity television and radio are enduring unparalleled abuse.

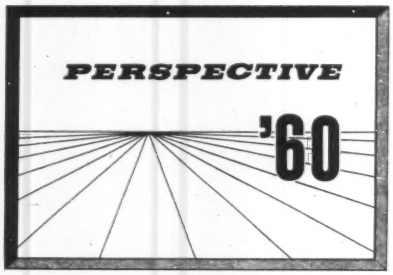
So far there is no sign of serious damage to the public's confidence in television and radio. The quantitative measurements of audience suggest slight, but hardly terrifying, decreases. Such qualitative surveys as have been done suggest that the public is fully aware of the subjects under investigation and generally critical of out-and-out deceits but that most people do not think all broadcasting is bad because a few practices have been objectionable.

The question that disturbs thoughtful broadcasters is this: Will there be a point at which the cumulative effect of one government investigation after another begins to drive advertisers and audiences away from television and radio? The question takes on added meaning when a list of present and future investigations is examined. The calendar of inquiries already scheduled stretches into the spring.

There is still another complicating factor. This is a political year. Many of the politicians who have been berating broadcasting will be candidates in 1960. As such, they will come under provisions of a changed political broadcasting law which, after a significant amendment in 1959, will be put to its first big test this year.

Even if the investigations of quizzes, payola and advertising abuses peter out by mid-year, the beginning of a strenuous political campaign will give the politicians a new broadcasting angle to work on.

The outlook is described in detail in the following series of special articles.



THE RECORD OF 1959: BIGGEST BILLINGS IN RADIO-TV HISTORY

In a time which has brought a series of excruciating headaches, broadcasters can look to the financial record of 1959 to find quick, quick relief.

Both television and radio set new dollar records in time sales in 1959. The trend promises to continue. Leading economists predict 1960 will be the biggest year of all (see story, page 74).

Broadcasting, as well as the entire economy, was in the doldrums in 1958, but the revival in 1959 was spectacular. Television sales' growth, which had been prodigious in its early years and had levelled off to less than 10% a year in 1957 and 1958, picked up a giant advance of more than 20% in 1959.

Tv time sales broke the billion-dollar mark for the first time. Radio in 1959 increased its sales 12.5% over the previous year, the biggest percentage spurt since 1943. National network gains contributed most to tv's banner year; spot sales increased measurably to spearhead radio's resurgence.

These are BROADCASTING estimates of net time sales after all frequency and promotional discounts but before deduction of commissions to agencies and station representatives. They are comparable to the net time sales records compiled annually by the FCC. The FCC report for 1959 will not be issued until late in 1960.

Television • In previous years, network, national spot and local spot advertising all increased. In 1956, local time sales started to show a slower growth rate than in the other categories, dropping off increasingly until in 1959, for the first time, local billings were below those of the previous year. It is believed that this is due to the increased rates for station time, which are rising beyond the means of many local advertisers.

But the rise in national advertising more than compensated for the loss in local. Network and spot advertising increased 31.2% and 24.9%. Once again, tv network time sales ($557 million) were more than $100 million more than the next highest category of advertising, spot ($431 million), and almost $400 million ahead of local ($163 million). In almost every year, network billings have shown the strongest gains and in 1959 they provided special impetus to the overall increase.

Radio • Although the total time sales involved were only about half those of tv, radio's advance in 1959 was impressive. Local advertisers increased their use of radio. National radio network sales, which have declined for the past 11 years with the exception of 1957, continued ailing. But the transfusion of sales from national spot and local advertisers boosted the total more than $60 million over 1958, which had been the best year in recorded radio financial history.

The 1959 BROADCASTING estimates of time sales were compiled from a survey of a large sample of stations according to a formula that has been used successfully since 1935. The statistical information was audited by Sinrod and Tash, certified public accountants. For annual records see tables at right.

TELEVISION TIME SALES 1948-1959

These are billings after all frequency and promotional discounts but before payment of commissions to agencies, sales representatives, etc. Figures are those officially reported by the FCC except for 1959 which are BROADCASTING *estimates. The FCC report for 1959 will not be available until later this year.*

Year	National Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1948 *	$ 2,500,000	....	.....	....	$ 6,200,000	....	$ 8,700,000	....
1949	10,796,000	....	$ 7,275,000	....	9,460,000	....	27,530,000	....
1950	35,210,000	+226.1	25,034,000	+244.1	30,385,000	+221.2	90,629,000	+229.2
1951	97,558,000	+177.1	59,733,000	+138.6	51,304,000	+68.8	208,595,000	+130.2
1952	137,664,000	41.1	80,235,000	+34.3	65,171,000	+27.0	283,070,000	+35.7
1953	171,900,000	+24.9	124,318,000	+54.9	88,474,000	+35.8	384,692,000	+35.9
1954	241,224,000	+40.3	176,766,000	+42.2	120,131,000	+35.8	538,122,000	+39.9
1955	308,900,000	+28.1	222,400,000	+25.8	149,800,000	+24.7	681,100,000	+26.6
1956	367,700,000	+19.0	281,200,000	+26.4	174,200,000	+16.3	823,100,000	+20.8
1957	394,200,000	+7.2	296,400,000	+5.4	178,100,000	+2.2	868,700,000	+5.5
1958	424,500,000	+7.7	345,200,000	+16.5	181,300,000	+1.8	951,000,000	+9.5
1959 †	557,112,000	+31.2	431,228,000	+24.9	163,220,000	−10.0	1,151,560,000	+21.1

* In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations." Hence figures for that first year of television financial reporting are not comparable with figures for time sales in ensuing years.
† 1959 figures estimated by BROADCASTING.

RADIO TIME SALES 1935-1959

Year	National Network	% change from previous year	Regional Network	% change from previous year	National Non-Network	% change from previous year	Local	% change from previous year	Total	% change from previous year
1935 [1]	$ 39,737,867	...	[1].....	...	$ 13,805,200	...	$ 26,074,476	...	$ 79,617,543	...
1936 [2]	.....	...	.....	...	.....	...	.....	...	.....	...
1937	56,192,396	+41.4	$ 2,854,047	...	23,177,136	+67.4	35,745,394	+37.1	117,908,973	+48.1
1938	56,612,925	+ 0.7	[2].....	...	28,109,185	+21.6	32,657,349	− 8.7	117,379,459	− 0.6
1939	62,621,689	+10.6	[2].....	...	30,030,563	+ 6.8	37,315,774	+14.2	129,968,026	+10.7
1940 *	71,919,428	+13.1	1,869,583	...	37,140,444	+23.8	44,756,792	+20.0	155,686,247	+20.5
1941	79,621,534	+10.7	2,752,073	+47.2	45,681,959	+23.0	51,697,651	+15.5	179,753,217	+15.4
1942	81,744,396	+ 2.7	3,444,581	+25.2	51,059,159	+11.8	53,898,916	+ 4.2	190,147,052	+ 5.8
1943	99,389,177	+21.6	6,256,508	+81.6	59,352,170	+16.2	64,104,309	+18.9	228,102,164	+20.0
1944	121,757,135	+22.5	7,612,366	+21.7	73,312,899	+23.5	84,960,347	+29.3	287,642,747	+26.1
1945	125,671,834	+ 3.2	8,301,702	+ 9.1	76,696,463	+ 4.6	99,814,042	+17.5	310,484,046	+ 7.9
1946	126,737,727	+ 0.8	8,043,381	− 3.1	82,917,505	+ 8.1	116,380,301	+16.6	334,078,914	+ 7.6
1947	127,713,942	+ 0.8	7,012,689	−12.8	91,581,241	+10.4	147,778,814	+27.0	374,086,686	+12.0
1948	133,723,098	+ 4.5	7,329,255	+ 4.3	104,759,761	+14.4	170,908,165	+15.6	416,720,279	+11.4
1949	128,903,467	− 3.6	5,994,858	−18.2	108,314,507	+ 3.4	182,144,301	+ 6.5	425,357,133	+ 2.1
1950	124,633,089	− 3.3	6,897,127	+15.0	118,823,880	+ 9.7	203,210,834	+11.6	453,564,930	+ 6.6
1951	113,984,000	− 8.5	8,481,000	+23.0	119,559,000	+ 0.6	214,519,000	+ 5.6	456,543,000	+ 0.6
1952	102,528,000	−10.0	7,334,000	−13.5	123,658,000	+ 3.4	239,631,000	+11.7	473,151,000	+ 3.6
1953	92,865,000	− 9.4	5,192,000	−29.2	129,605,000	+ 4.8	249,544,000	+ 4.1	477,206,000	+ 0.9
1954	78,917,000	−15.0	4,767,000	− 8.2	120,168,000	− 7.3	247,478,000	− 0.8	451,330,000	− 5.4
1955	60,268,000	−23.6	3,809,000	−20.1	120,393,000	+ 0.2	272,011,000	+ 9.9	456,481,000	+ 0.7
1956	44,839,000	−25.6	3,585,000	− 5.9	145,461,000	+20.8	297,822,000	+ 9.5	491,707,000	+ 7.7
1957	47,951,000	+ 6.9	3,709,000	+ 3.5	169,511,000	+16.5	316,493,000	+ 6.3	537,664,000	+ 9.3
1958	42,786,000	−10.8	3,733,000	+ 0.6	171,939,000	+ 1.4	323,207,000	+ 2.1	541,665,000	+ 0.7
1959 †	40,058,000	− 6.4	9,235,000	+147.4	201,768,000	+17.3	358,053,000	+10.8	609,114,000	+12.5

[1] Nationwide and regional networks combined.
[2] Data not available.
* Figures prior to this date not comparable in all categories.
† 1959 figures estimated by BROADCASTING.

IN '60: ECLIPSE OF 1959's RECORD

But more selective buying dictates revised selling strategy

More people with more money to spend—and more products than ever before to select from.

This, in essence, is the 1960 outlook that puts a rosy glow in the eyes of advertising executives.

Economists generally look upon this year as one that will carry forward the advances since mid-1958, when the economy shook off a short but sharp recession. And with more and more products being turned out, economists expect advertising to become more and more necessary to make any one item stand out from its competitors.

Broadcasting leaders have full confidence that television and radio will get their fair share of the increased advertising budgets—budgets which national advertisers, themselves, expect to be 10% higher, on the average, than they were in 1959.

The Forecast • Here is the 1960 outlook for television and radio as evaluated by broadcasting authorities:

Television: Expenditures close to $1.688 billion, or more than 10% over the 1959 total, according to TvB. Estimates cover both time and talent. The comparable 1959 figure was estimated at $1.527 billion, or more than 12% more than in 1958. (Note: BROADCASTING estimates of time sales [not including production expenses] for both television and radio in 1959 appear on page 73.)

Radio: Expenditures totaling about $699.3 million, up $61.3 million from the 1959 tentative figures and giving network radio its first upturn in years. The estimate for network radio is $52.5 million compared to $50 million for 1959, according to Radio Advertising Bureau and other industry sources. Local is expected to go from $390 million to $429 million, and national spot from $198 million to $217.8 million. These estimates, like those for tv, cover time and talent.

Few sales executives in national radio and television expect the broadcast crises to bring any harmful economic effects—unless the crises somehow manage to become worse.

Selective Buying • Lawrence Webb, managing director of Station Representatives Assn., offers a sobering word. He feels the need for advertising, in an expanding product market, can mean nothing short of "a steady rise in gross revenue for broadcasters from national advertisers," but he adds:

"The selection of local media by national advertisers in the future is going to be more thoughtful than ever before, and this will be particularly true in the case of television. This process of selection will, without a doubt, run more to a study of the quality and performance

PORTRAIT OF TODAY'S BUSINESS EXPANSION: FOUR KEY INDICATORS

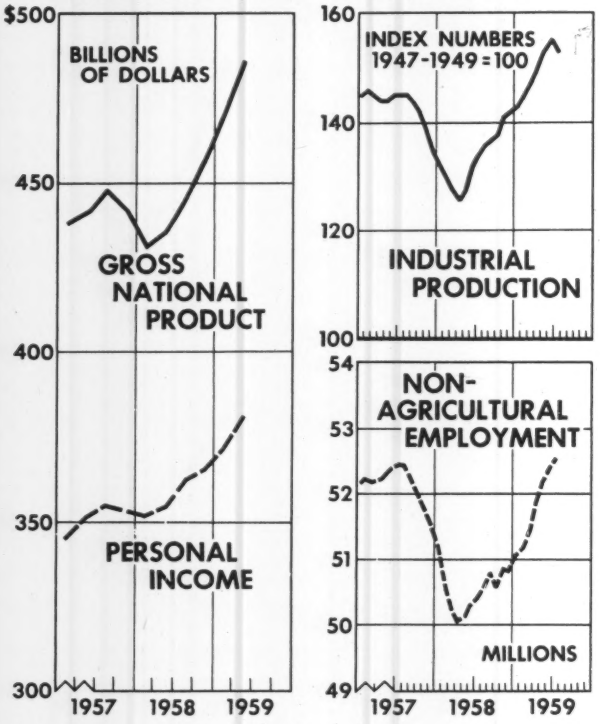


CHART 1—The United States economy in 1959—after a period of sharp recession—back on the uptrend and reaching toward new highs in key areas of growth.

Chart from McCann-Erickson.

NATIONAL OUTPUT: BACK ON TREND FOR 1960

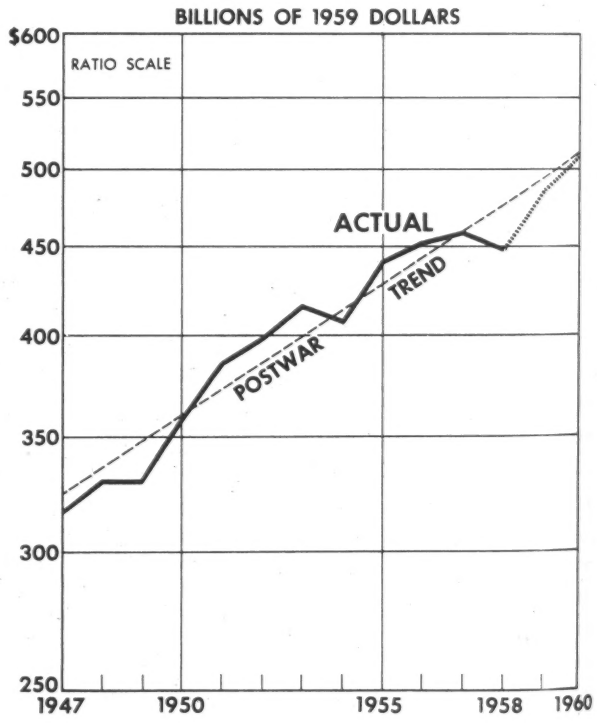
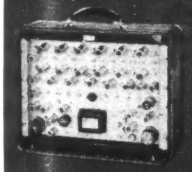


CHART 2—By 1960, national output (gross national product) is expected to pass the 500 billion dollar mark—up about 60% in the 13 years since 1947.

Chart from McCann-Erickson.

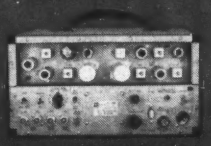
HAVE TELECHROME VIDEO TRANSMISSION TEST EQUIPMENT WILL TRAVEL

IT'S PORTABLE



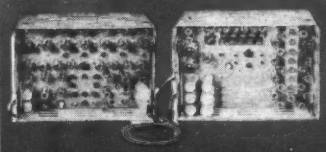
1003-C VIDEO TRANSMISSION TEST SIGNAL GENERATOR

Produces multi-frequency burst, staircase, modulated staircase, sin² window, composite sine. Variable out; solid regulated power supply.



1004-B VIDEO TRANSMISSION TEST SIGNAL RECEIVER

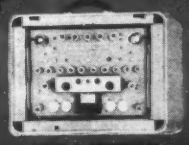
Very rapid and accurate measurement of differential phase and differential gain characteristics of video facilities. Responds to standard staircase test signal modulated with 3.58 mc or any differential phase or gain test signal.



1005-A VIDEO TRANSMISSION TEST SET

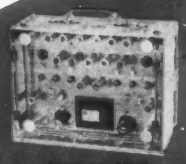
1005-A1 — Produces composite television waveforms suitable for measuring amplitude vs. frequency; differential gain vs. amplitude; dynamic linearity; differential phase vs. amplitude; high frequency transient response; low frequency transient response; low frequency phase of streaking, smears, mismatches; and other video characteristics.

1005-A2 — Supplies composite EIA Sync, blanking, horizontal and vertical drive signals and regulated B + power for itself and 1005-A1. Features magnetic core binary counters.



1005-A VERTICAL INTERVAL KEYER

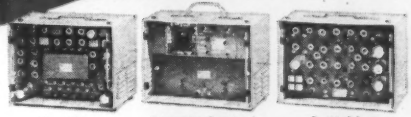
Permits test and control signals to be transmitted simultaneously with program material, between frames of TV picture. Any test signal (multiburst, staircase, color bar, etc.) may be added to the composite program signal. Test signals are always present for checking transmission conditions without impairing picture quality. The home viewer is not aware of their presence.



1073-CR SINE SQUARED (SIN²) —SQUARE WAVE GENERATOR

Produces new waveform for testing TV or other pulse unit or system for amplitude and phase characteristics. Sin² — Square Wave pulse is equivalent to TV camera signal and is more sensitive than a Square Wave in indicating ringing. Video test signal adjustable for 1.0 volts or 1.4 volts peak to peak. Now in use by major TV networks and telephone companies.

ALSO ASK ABOUT TELECHROME SPECIAL EFFECTS GENERATOR



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Cable Address: COLORTV TWX: AMITYVILLE NY2314

Midwest Engineering Division — 106 W. St. Charles Rd., Lombard, Ill., MAyfair 7-6026
Western Engineering Division — 13635 Victory Blvd., Van Nuys, Calif., STate 2-7479
Southwestern Division — 4207 Gaston Ave., Dallas, Tex., TAylor 3-3291

WHERE THE 1960 RISE IN NATIONAL OUTPUT WILL GO

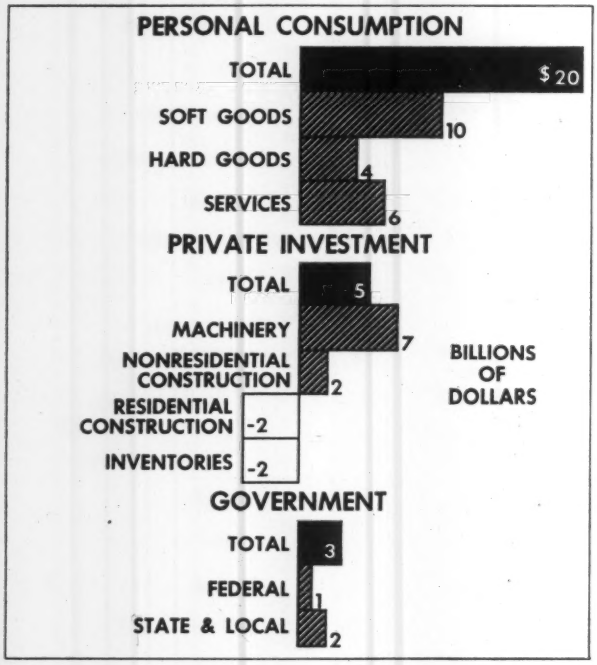


CHART 3—From 1959 to 1960, national output will climb by about $28 billion. More than two-thirds of this increase will be personal consumption.

Chart from McCann-Erickson.

THE CONSUMER MARKET: STILL BETTER IN 1960

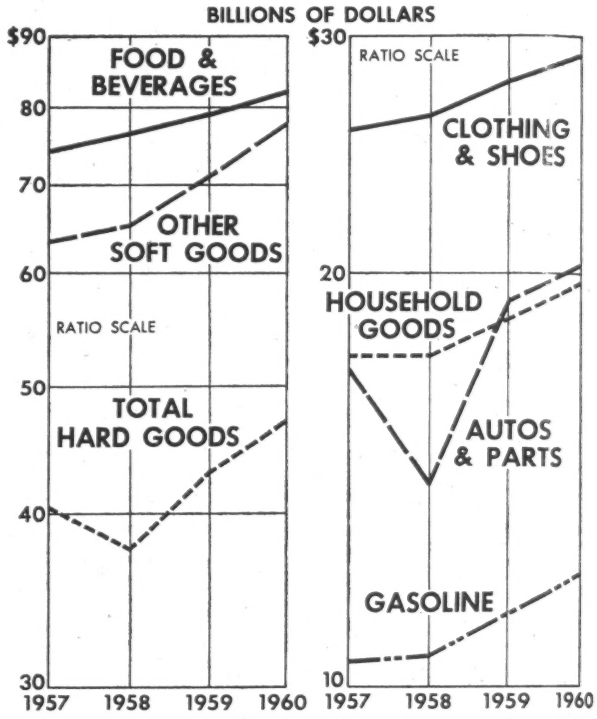


CHART 4—Healthy increases will occur in all consumer goods markets; however, expenditures for food and beverages will not rise as sharply as for other soft goods and consumer durables.

Chart from McCann-Erickson.

of the broadcasting station, and less to the index of ratings, than ever before.

"In addition to the dimension and description of a market, and all the aspects that would interest marketing experts, advertisers in the future will insist on knowing more specifically the kind of programming a station does, so that they may have some index as to the kind of people the station seeks to appeal to.

"Broadcasters in the years just ahead must recognize the significant changes in the attitudes of consumers in the purchasing of products, as they become more selective, more critical, and more demanding. These same characteristics will manifest themselves in the listening and viewing habits of our ever-increasing population."

A Big Decade • Norman E. Cash, president of TvB, took a look not only at this year but at this decade:

"Our Gross National Product, the experts say, will top $700 billion in 10 years from the current one-half-trillion level. If inflation is considered, we will probably top $800 billion. Average family income before taxes will near $10,000. Advertising expenditures will hit an annual rate in excess of $25 billion.

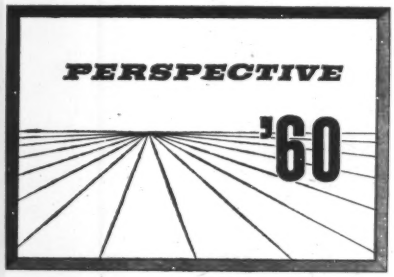
"These estimates, it might be noted, carry a big 'if.' Namely, we've got to work hard."

Looking at specific industries, Mr. Cash predicted that steel production in 1960 "will meet all needs and replenish strike-depleted inventories," with an outlook of over-capacity—perhaps less than 100 million tons need as compared to a 150-million-ton capacity—in 1961.

Petroleum and aluminum industries, the TvB head said, already have been forced to reduce production because of lack of demand, and the automotive industry—while optimistic—can hardly be expected to sell the 8 million cars it is capable of turning out in a year. In short, Mr. Cash said, many fields are up against "too great a capacity for current demand." His conclusion (and that of many economic experts):

"In the sixties, our economy to grow at a fast rate must sell more goods—and to sell more goods is, of course, the function of advertising.

"In order to keep pace with our growing population and the increasingly more complex problems of marketing, advertising must increase at a faster rate than is now anticipated. The results achieved by one dollar in 1959 may require as many as five dollars to achieve by 1970."



Good Radio Year • Kevin B. Sweeney, president of RAB, foresees no economic development that is "likely to drive radio up on a reef or beach us on some economic Bali in 1960." Actually, he looks for the start of a trend toward increased rates in summertime radio. He says:

"Radio's advertiser diversification is so great that the only economic trend

that could affect us materially would be a prolonged strike crippling the automotive industry." And this, he adds, "appears unlikely in 1960."

Mr. Sweeney says a growth of 6-15% a year in radio volume for the next five years seems as independent of economic happenings as radio's 1930-35 era when "growth proceeded as if the depression wasn't raging."

The RAB head continues: "In 1960 RAB expects a better-than-average gain in radio volume resulting from: (1) improving retail business; (2) the traditional fall caution of an election year that will dictate the sanity of radio as a buy; (3) the predicted good year for automobiles, tobaccos and beer—three of our staunchest admirers.

"But the single most important factor this year in swelling radio's volume has nothing to do with economic trends. It will be our summer sellout. Radio's position as *the* summer medium will be unchallenged after this year, and this year will start the trend of special—and higher—summer rates for radio."

An Exploding Economy • The optimistic outlook for advertising in the next few years—and the decade—is shared by many economic leaders.

Secretary of Commerce Frederick H. Mueller said in his year-end report that "1959 was the best yet" and "1960 will be even better with prosperity and peace growing stronger." President Keith Funston of the New York Stock Exchange thought it possible that in the next 10 years the U.S. "could witness a 35% rise in disposable personal income per family, a 10-million-car year, about $20 billion for research and development and a gross national product of about $700 billion."

McCann-Erickson's Market Planning Corp. took a look at 1960-70 as the "decade of incentive," in a special study issued at the start of this year (BROADCASTING, Jan. 4). Of the immediate future, specifically 1960, the study had this to say:

"The year ahead is likely to set an impressive new record for the American economy as a whole. What will be its distinguishing features?

"In 1960, total national output of goods and services for the first time will gross the $500 billion mark—a half-trillion dollars, to use a term that is just entering the economic lexicon.

"In 1960, total employment will be at a record high annual average of over 66 million, and unemployment will be close to the more or less irreducible minimum of 3 million.

"In 1960, consumer incomes will rise another $25 billion, on top of a $20 billion rise [in 1959]. Purchasing power of the consumer will thus be about $45 billion higher in 1960 than during the recession year 1958."

"Rarely, I believe, does a community have an organization such as WHBF that will give of its time and man hours such as that which you gave for the dedication ceremonies of our new Federal building."

CARL F. BAUER, Acting Postmaster
Rock Island, Illinois

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AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
DAVENPORT · ROCK ISLAND · MOLINE · EAST MOLINE

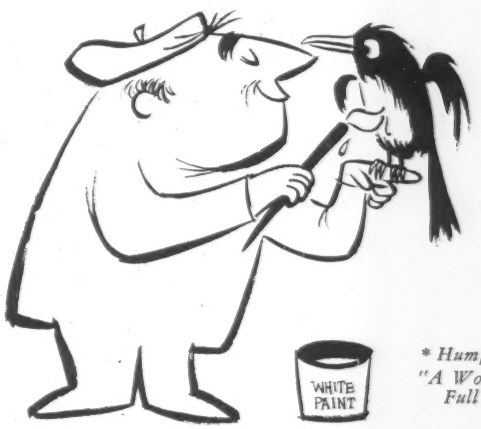
THE DEEPER THE ROOTS . . . THE STRONGER THE TREE!

During its 35 years of broadcasting, WHBF has continuously won acclaim from Quad-City civic and business leaders. This constant policy of public service has secured for WHBF the good will of the Quad-City community, stronger and more vital today than ever before.

TELCO BUILDING **WHBF** ROCK ISLAND

CBS RADIO & TELEVISION FOR WESTERN ILLINOIS - EASTERN IOWA

*I cannot say the crow is white. But needs must call a spade a spade**



* *Humphrey Gifford "A Woman's Face is Full of Wiles"*

You don't have to dig too deep to find out KROC-TV averages over 80% of the Rochester TV audience.

SPOTS NEXT TO 10 PM NEWS: 42¢ PER RATING POINT (APPROX)

KROC-TV CHANNEL 10 ROCHESTER MINNESOTA
NBC
Represented by Meeker Co.

G. David Gentling, gen'l. mgr.

HARRY S. HYETT COMPANY, MINNEAPOLIS ELISABETH BECKJORDAN, NETWORK REPRESENTATIVE

FRIGHTFUL NUISANCE,

turning the page quarter way 'round, but worth the effort, old horseman. All about how to reach all the great state of South Carolina with a flick of a finger, by pointing at WIS-TELEVISION, COLUMBIA, SOUTH CAROLINA.

I'm Major Sellingforce, and old-timers will tell you when I got out of Hampton's Redshirts I designed the state of South Carolina so that NBC and ABC programs from WIS-TV's 1526-foot tower would reach the whole state (well, most of it, anyway). Not easy, but I'm foresighted. Think of it! 1,207,500 people, 286,500 homes, 233,931 TV homes, $853,000,000 retail sales, and $1,274,000,000 buying income! Incredible, but word of honor! All for one buy. WIS-TV, major selling force in South Carolina. Named for me, old musketeer. Proud of it. Ask your PETERS, GRIFFIN, WOODWARD, INC. representative. Or mail a doubting query direct, see what happens in the way of proof. Outstounding, frankly.

WIS-TV NBC/ABC

COLUMBIA, SOUTH CAROLINA

a station of

THE BROADCASTING COMPANY OF THE SOUTH

WIS-TV, Channel 10, Columbia, S. C.
WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.
WIST, 930, Charlotte, N. C.

Scientific stunt man

Jonathan Karas is a pleasant-faced young man who has battered an auto chassis with a building wrecking ball; has run over auto mufflers with a truck, and has flattened an ancient automobile by driving a 35-ton bulldozer over it.

Mr. Karas is not an adult delinquent. He is perhaps television's first "scientific stunt man." He conceives and often appears in tv film commercials and industrial films that aim to point up dramatically and scientifically the soundness of a client's product.

Two years ago, Mr. Karas gave up his full-time post as an assistant professor of physics at the U. of New Hampshire to set himself up as a scientific stuntman. In his first full year of operation in 1958, he grossed about $35,000. In 1959, he hit almost $100,000. This year he is shooting for "a considerably higher income."

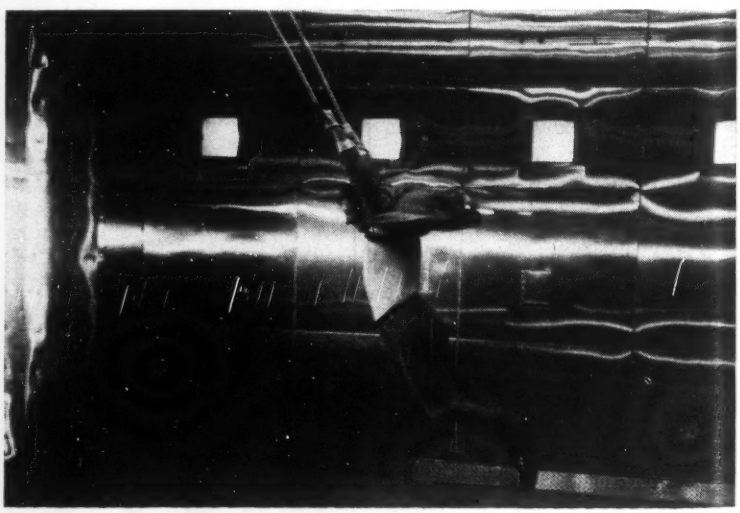
In these times of the beleaguered commercial, Mr. Karas believes the climate is appropriate for an expansion of his organization. He now operates with a staff of four from offices in Durham, N.H. Starting in a few weeks, he will open a New York office to be headed by Sydney Giellerup, who retired as a senior vice president with the Marschalk & Pratt Div., McCann-Erickson, New York, and until recently served as consultant to the agency. In addition, Mr. Karas plans to add an experienced film producer to the New York staff.

Scientific Proof • While teaching at the U. of New Hampshire, Mr. Karas conducted and produced weekly tv science shows over WBZ-TV Boston and WCSH-TV Portland, Me. He had to "dream up" attention-catching demonstrations of products and devices, supported by scientific proof. From time to time, he was asked by agencies and industrial firms to help conceive dramatic situations involving their products for film commercials or promotional motion pictures. Out of this evolved his present company, Jonathan Karas & Assoc., in mid-1957.

The automobile he battered was for a recent Ford tv commercial on NBC-TV (through J. Walter Thompson Co.). He has helped conceive stunts for commercials and promotional films for IBM (Benton & Bowles), Libbey-Owens-Ford Glass Co. (Fuller & Smith & Ross) and for several gasoline companies. (Mr. Karas stresses that he had nothing to do with the recent Libbey-Owens-Ford commercial cited recently by the FTC.)

A J. Walter Thompson official said that "Mr. Karas has worked with us on about eight commercials and we are fully satisfied with his work."

Mr. Karas sums up his work this way: "I help translate a copywriter's idea into scientifically sound, dramatic, believeable proof. Fakery is out. You have to have an advantage before you can dramatize it."



. . . With the greatest of breeze • Prof. Karas floats—er, is blown by 80-mile-per-hour wind, a prelude to a commercial for the Ford Motor Co., designed to show the snug construction of a Ford car auto body by subjecting it to a hurricane-force windstorm (carried over NBC-TV).

The Top Six Stations* command 63.4% of the Los Angeles Radio Audience

AM RADIO LOG FC
FM STATIONS
SUNDAY CHURCH SERVICES
RADIO
A PULSE
THE PULSE, Inc., 730 Fifth Av
CHICAGO, LOS ANGEL
Good Music rings up Sales in Southern California over kFAC AM-FM

*we're one of them

(according to December 1959 Pulse)

With 59 AM and FM radio stations listed in Los Angeles newspapers, it's a matter of pride here at KFAC AM and FM that we're one of the top six consistently capturing nearly two-thirds of the audience. It's good to know that KFAC's fine music and thoughtful commercial format attract not only a quality audience but a big one as well.

KFAC renewals tell the story. 41 current advertisers are in their 2nd to 20th continuous year of successful KFAC selling. We invite you to join them.

kFAC AM-FM

The Music Stations for Southern California
24-hour simultaneous AM-FM at one low cost
Represented by The Bolling Company, Inc.

PRUDENTIAL SQUARE · LOS ANGELES

THE BIG BULL MARKET IN RADIO-TV

It's the market in station trading; it's been running more than $120 million a year; and it gives no signs of let-down in 1960

In the week of Feb. 1-7, 1960, two television stations and five radio stations were sold for a total of $11.45 million.

The week before, four radio stations were sold for $672,000; and the week before that, two television and three radio stations went for $1.53 million.

So far the volume of station trading in 1960 is at about the same levels it has maintained in the past several years. Unless there is a sharp and unexpected decline in sales activity, at least 450 radio and television stations will change hands this year. Transfers of majority control have exceeded that figure annually since 1957.

Station trading began to be big business after television began recovering from the effects of the FCC's 1948-52 freeze on station construction and after radio began recovering from the effects of television. By 1954, the pre-freeze television system of 108 stations had expanded to 356. There had been considerable station sales activity before then, but the volume began to build into sizeable figures in 1954.

In the six-year period from 1954 through 1959 there were 2,058 sales of radio stations and 272 sales of television stations.

The transfers of ownership control are shown in an extensive BROADCASTING study of station sales since television became an established national medium following the FCC's freeze.

Adding the transfers of minority interests, the compilation of individual FCC records shows 2,538 sales involving radio stations and 334 sales involving tv in the six years.

The total dollar value of station transfers in the six years was $624,250,491, an average of $104 million a year.

Duplicate Sales • Some stations were sold more than once: 282 radio stations had two owners in six years; 66 stations, three owners; 14, four owners. Twenty-seven radio-tv or tv-only station properties changed hands twice in six years and one tv outlet was transferred three times.

No broadcast station was sold more than four times in the six-year period.

In 1954, 8% of all radio stations went through transfer proceedings; in 1959 the figure had risen to 13%.

On the other hand the percentage of tv station transfers dropped from 13% of all stations in 1954 to 7% in 1959. Here are average figures per station sale (combined control and minority transfers):

Radio only—$40,410 per station in 1954, $140,000 in 1959.

Tv only—$650,000 in 1954, $600,000 in 1959.

Radio-tv combined — $1,088,000 in 1954, $2,530,000 in 1959.

Radio-only station transfers throughout the six years (1,945 majority control, 456 minority) averaged $97,500.

Tv-only station transfers (159 majority control, 38 minority) averaged $640,000.

Radio-tv combined transfers (113 majority control, 24 minority) averaged $1,935,000.

Major Project • The BROADCASTING analysis, based on a research assignment involving five staff members and three months of inquiry and compilation, is the first study of its kind ever conducted. (See table on these pages.)

A SIX-YEAR RECORD OF STATION TRADING

Dollar Volume of Trading

	Total	Radio Only	Combined Radio-Tv	Tv Only
1954	$ 60,344,130	$ 10,224,047	$ 26,213,323	$ 23,906,760
1955	$ 73,079,366	$ 27,333,104	$ 22,351,602	$ 23,394,660
1956	$115,605,828	$ 32,563,378	$ 65,212,055	$ 17,830,395
1957	$124,187,560	$ 48,207,470	$ 47,490,884	$ 28,489,206
1958	$127,537,026	$ 49,868,123	$ 60,872,618	$ 16,796,285
1959	$123,496,581	$ 65,544,653	$ 42,724,727	$ 15,227,201
TOTAL	$624,250,491	$233,740,775	$264,865,209	$125,644,507

Included in the project are all transfers and assignments approved by the FCC from Jan 1, 1954 through Dec. 31, 1959. Not included are many minority changes in ownership which did not require FCC approval and could not be tabulated. All the transactions on which this study are based have been reported in BROADCASTING on the basis of formal Commission actions.

Sales of radio stations, on a percentage basis, rose to a peak in 1957 and the ratio of sales to operating stations has continued at that level. In contrast, 1957 was a peak year for tv station sales, 14%, but the figure has been cut in half since that year.

Why all this activity in station transfers?

Property Values • A new yardstick for the value of a broadcast property developed during the last decade. The current criterion is: "How much is the property worth on the open market?" A few years ago such factors as earnings, profit, income, surplus and related factors set the sale price for a property.

Now the seller and buyer of stations talk about depreciation, cash flow and rate of return. The buying and selling of broadcast properties is expected to assume new dimensions in the coming decade, in the opinion of station brokers.

They are talking, of course, in terms of the investment potential in broadcast stations. The future of radio-tv stations, taking the national view, is considered highly favorable. The operations are deemed stable and relatively free of speculation.

The returns run as high as 15% to 20% yearly on invested capital, though this basis of income must be considered against the professional and service background of broadcast operation—the theory that a doctor's income shouldn't be based on the value of his office furniture, automobile and little black bag.

Scarcely a radio or tv broadcaster hasn't been approached in the last decade with some kind of an offer to sell his property or to buy another property.

In 1934 there were 82 radio station transfers; in 1959, according to the FCC, 1,412 applications were filed for ownership changes (some haven't been decided).

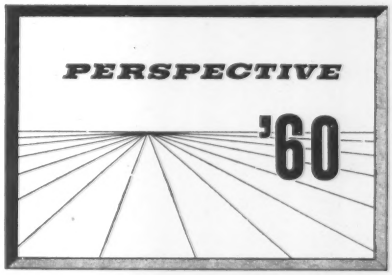
When the old Federal Radio Commission opened for business in 1927, no mention was made of sales figures. In recent years the transfers have ranged to a high of $20 million (WCAU-AM-TV Philadelphia, including valuable real estate, sold to CBS Inc.)

Brokers Galore • A decade or more ago the number of station brokers—the middlemen who bring buyers and sellers together (for a 5% fee)—could be tallied on the fingers of one hand; today there are more than 30.

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In computing the number of stations in the trading an am-fm facility was counted as one radio unit; an am-only or fm-only transaction similarly was counted as one radio unit. (The number of fm-only transactions was negligible.) In many transactions involving joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the columns headed "Combined Radio-Tv."

Number of Stations in The Trading

	Radio Only		Combined Radio-Tv		Tv Only	
	Control	Minority	Control	Minority	Control	Minority
760	187	66	18	6	27	10
660	242	106	11	2	29	3
395	316	111	24	8	21	8
206	357	62	28	2	38	5
385	407	82	17	4	23	8
301	436	29	15	2	21	4
307	1,945	456	113	24	159	38



The simple transaction of the 1940's has become a complicated computation of gross and net, depreciation, cash flow, down payments, pay outs and, in increasing number, stock deals.

Television, with its enormous earnings, has spurred this activity and has accounted in great measure for the soaring prices.

But radio, too, has shared. In both instances the attractive return has been a major factor.

There is a prestige factor, too. Many businessmen once bought newspapers to enjoy a voice in the community; now they are turning to radio and tv.

Stations are considered to be operating in a closed economy insofar as facilities are concerned. There are few openings in better markets.

Radio frequencies in these markets are extremely scarce. Television is nearing this point. Pending a radical revision of tv allocations television stations are strait-jacketed in the present vhf band.

Obviously the only way to get into a good market is to buy in.

A Who's Who • The roll call of those who have bought into the broadcast field, or who have used this means to upgrade their holdings, is a who's who of the broadcasting industry:

Westinghouse, Storer, Time Inc., Meredith, Transcontinent, Capital Cities, Metropolitan, Plough, Wometco, Triangle, Friendly Stations, RKO General, Whitney, Bartell, Tele-Broadcasters, WKY Radiophone, Crowell-Collier, United Broadcasting, National Theatres, Rollins Broadcasting, Springfield Television, CBS and NBC.

And such individuals as Ken Brown, J. Elroy McCaw, Todd Storz, R.W. Rounsaville, Cy Blumenthal, Connie B. Gay, Morgan Murphy-Walter C. Bridges, Gordon McLendon, Aaron B. Robinson, Don Burden.

How can a radio or tv station be bought?

Surprisingly, though there are stations "on the block," most are not peddled at all. It is the buyer who must scout a likely looking property and then persuade the owner to sell.

Luck is a factor. The owner of a broadcast facility may be expanding in one of his allied fields. He must raise some cash or its equivalent.

This was exemplified recently when

rewarding
public service
ENTERTAINMENT

* . . . with the leading personalities of our times

The finest in radio and television programming for every audience is available free-of-charge to interested stations from the National Council of the Protestant Episcopal Church . . .

VIEWPOINT

the Award winning interview series moderated for radio by the Rev. Dana F. Kennedy with leading public figures (15 minutes)

MISSION AT MID-CENTURY

winner of many awards, this distinguished television film series reveals the challenging work of the modern church in remote corners of the world (30 minutes)

THE SEARCH

Robert Young, host, and popular entertainment personalities in dramatizations produced in Hollywood for radio of vital topics in our lives and times (15 minutes)

A THOUGHT FOR TODAY

for radio or television, these inspirational messages from leading clergymen are ideal for station breaks, closings (1 minute)

* For additional information or immediate response to your order, write or call . . .

episcopal church
Division of Radio and TV
The National Council of the Protestant Episcopal Church
281 Fourth Ave., N.Y., 10, N.Y.

ch. 12 WRDW-TV Augusta, Ga., was sold by Southeastern Newspapers to the Friendly Group for $1.5 million. WRDW-TV was sold because the newspaper chain is expanding into Savannah and needed the money.

Time to Retire • More recently another element has come to the fore—the retirement urge. This is particularly true of those who have grown up with the industry. Men who were in their thirties in the 1930's are now heading into their sixties and are beginning to set their estates in order and to enjoy the rewards of their business success.

There have been many instances of this in recent years. Two instances involve broadcast pioneers C. Bruce McConnell and Harry Bitner. The age factor was described as an element in their decisions to sell. The 1956 McConnell transaction involved the sale of radio and tv stations in Indianapolis and Fort Wayne, both Indiana, to J.H. Whitney interests for $10 million. Mr. Bitner three years ago sold his Indianapolis, Minneapolis and Grand Rapids radio-tv properties to Time Inc., for $15¾ million.

Retirement, of course, is not the single reason for selling. But the nearer a man is to 60 the more receptive he becomes to offers to buy.

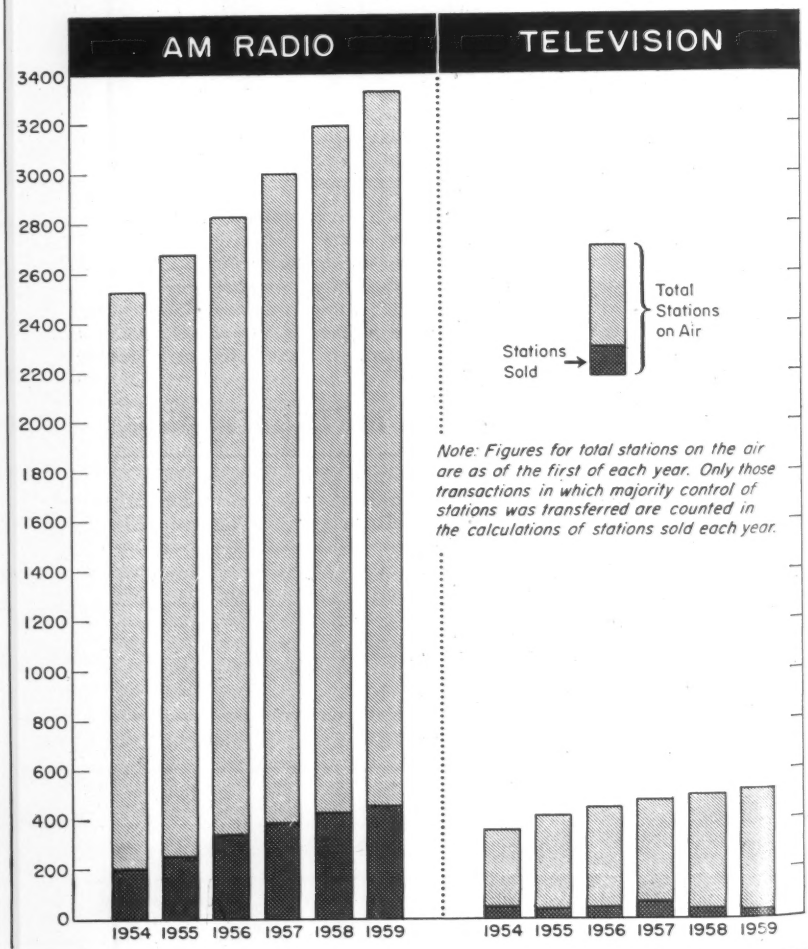
Dual Factors • In the buying and selling of broadcast properties, two factors have come to the forefront in determining the worth of a station—depreciation and cash flow.

Depreciation becomes money in the pocket to a buyer. If a station has laid out several million dollars for new equipment and is depreciating this outlay over a period of 10 years, each annual entry under this category in the balance sheet is that much tax deduction in the pocket of the owner.

Another aspect of this tax approach making the purchase of a radio or tv station a good buy is this: when a new owner takes over a broadcast outlet, he can value the equipment or other assets at a worthwhile figure and then depreciate again.

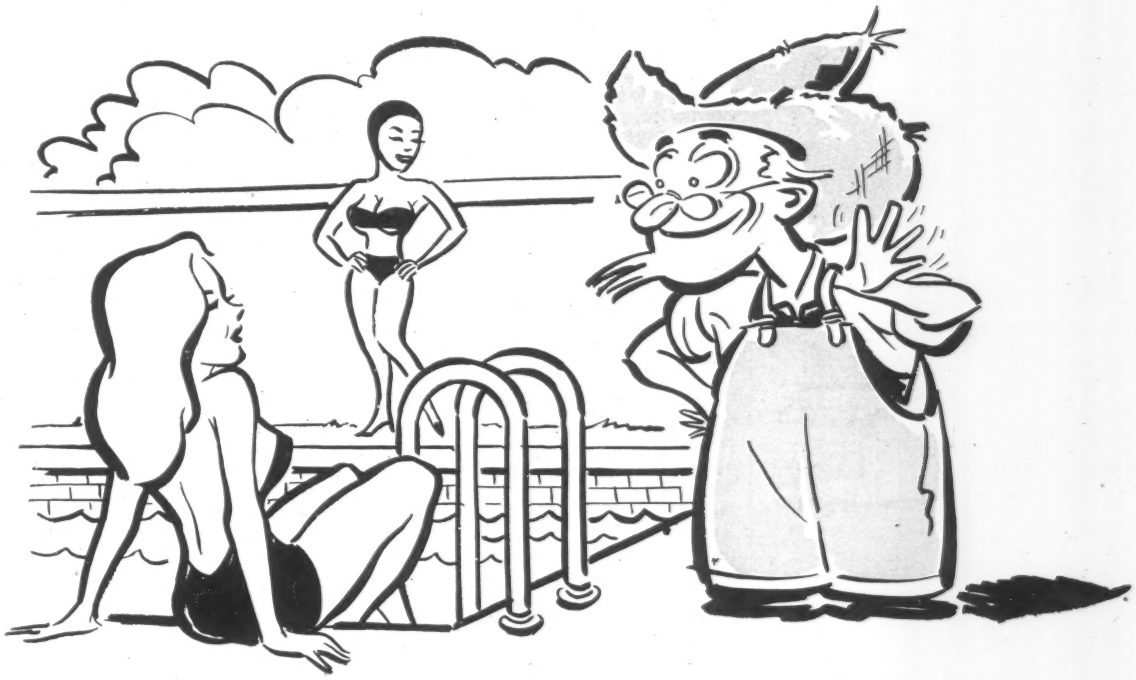
So depreciation works both ways. The original owner finds his income reduced, sometimes drastically, when he

STATIONS SOLD; STATIONS ON AIR



Note: Figures for total stations on the air are as of the first of each year. Only those transactions in which majority control of stations was transferred are counted in the calculations of stations sold each year.

Fargo is the SPENDINGEST city in the U.S.A.



And WDAY gets by far the biggest audience in this 54-county area!

The Consumer Markets pages of "Radio Rates" show that Fargo is the No. 1 city in the U.S.A., for Retail Sales Per Family!

Also — the Jan. 19-Feb. 13, 1959 Pulse Area Survey shows that WDAY is *by far* the top station among 37 that compete for audience in our 54-county area.

All this confirms the wisdom of you advertisers who have been choosing WDAY *since 1922!* There just ain't no station anywhere else in the U.S. that does so much — for so many — for so little! Ask PGW!

PULSE AREA REPORT (54 COUNTIES)
JAN. 19 - FEB. 13, 1959
SHARE OF AUDIENCE — IN-HOME & OUT-OF-HOME

	6 A.M.-12 N.	12 N.-6 P.M.	6 P.M.-Mid.
WDAY	**24**	**23**	**24**
STA. B	12	15	16
STA. C	9	10	10
STA. D	8	8	8
STA. E	6	6	6
STA. F	3	4	3
32 Others	38	34	33

WDAY

FARGO, N. D.

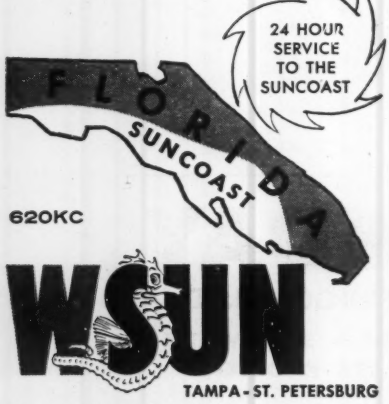
NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

"SUNNY" is the #1 ADULT WESTERN STATION*

The Western Coast of Florida, that is! If you're shootin' for adults in this territory, better hire the top gun . . . WSUN! "Sunny" is NO. 1 in adult listenership, per 100 homes, throughout the entire 24-hour broadcast day! And Pardner, WSUN delivers these adults at the lowest CPM, between 6 a.m. and 6 p.m., of any station in the heart of Florida!**

* Pulse, 11-'59
** SRDS 1-'60



Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

has finished depreciating his assets. A new owner can realize this type of income all over again.

The cash flow approach is the latest refinement in assaying the worth of a radio or tv station. Cash flow means the total emoluments that accrue to an owner. Items in this category, besides the usual profits and salary, include depreciation, expense account, entertainment and travel allowances, and such personally useful appurtenances of the business as an automobile or two, telephone service, sports tickets, etc.

The old rule-of-thumb fixed a station's worth at 1½ times its annual gross or five times its net earnings. This rule has been superseded in recent years by more sophisticated approaches.

One at a Time • An intriguing aspect of this new look is the price disparity in what are apparently equivalent stations in comparable markets. There is no simple explanation for this. Each transaction must be studied individually to determine its basic elements.

Obviously where a buyer pays all cash, the price is likely to be reasonable. It's when a comparable station is sold for more that eyebrows go up. Here the buyer has put up only a small amount of cash—30% of the total price is a common down payment—and is paying out the remainder over a long time, perhaps 10 years.

There will be a 20% "discount" for cash in such circumstances, according to informed circles.

Another difference may appear in the depreciation picture of one station compared with another. Or the cash flow may vary considerably.

Fees and Such • In many instances the disparity in prices is due to the long-term and short-term obligations of the station, or the fatness of the net quick assets. There may even be a consulting fee involved that is not publicized when the sale is announced.

A buyer may place personal and subjective values on a station. He may desire to live or operate in the community. He may have sentimental reasons for choosing this particular station. He may also realize that as the owner of the broadcast facility he will become a voice in the area and be "in the lodge", so to speak. Thus he will become privy to business events, along with the local businessmen and office holders—and these contacts can be valuable.

And not the least explanation for the high prices is plain inflation.

A station which sold for $100,000 a decade ago and for $350,000 this year is simply following the same economic fact of life which has boosted the 5¢ cup of coffee to 10¢ and the 50¢ haircut to $1.75. This assumes, of course, a static station in a static market.

More realistically, inflation is one of the factors that has been responsible for soaring prices for the same facility in the last decade. Obviously the growth of the market and the upgrading of the station through more efficient and more imaginative management are key factors in explaining the differences in what the same station sells for from one year to the next.

Such as —

• WNEW New York. Sold in 1949 for $2 million. Bought in 1954 for $2.1 million. Resold in 1955 for $4 million.

This station, plus a tv adjunct and radio property in another city sold for $7.5 million in 1957.

• WYDE Birmingham, Ala., bought in 1957 for $335,000, and WAKE Atlanta, Ga., bought in 1955 for $100,000. Both stations sold last month for $1,025,000.

• WHIM Providence, R.I. Sold in 1955 for $469,000 and again in 1957 for $640,000.

• KGIL San Fernando, Calif. Bought in 1956 for $475,000 and sold in 1959 for $800,000.

Ways To Pay • The new sophistication in judging the value of a radio or tv station has also gone into methods of payment. The simple exchange of checks which cleaned up the transaction at one sitting is vanishing.

Today's closings in many instances are comparable to Wall Street transactions, employing not only the principals but batteries of lawyers, accountants and economic advisors.

Added to the complex of some large sales are stock transfers. The merger of Transcontinent and Marietta last year into a new Transcontinent worth about $30 million is one example of this trend. Another was the sale last year of WSAI Cincinnati by Sherwood R. Gordon to Consolidated Sun Ray Inc.

Mr. Gordon sold 100% of the stock at an overall price of $1.9 million. But Consolidated paid only $377,000 in cash; the remainder was in stock.

Mr. Sherwood began to receive blocks of Consolidated Sun Ray stock on Jan. 15. The first block was valued at $5 per share; this valuation rises during the next seven years until the last block will be valued at $6.25 per share.

Getting Involved • This is not the first time that payment for a station has been made in stock. When Westinghouse Broadcasting Co. bought KPIX (TV) San Francisco from Wesley Dumm and associates in 1954, it paid in Westinghouse stock. The original transaction was figured to be $6 million, but by the time the FCC approved the transfer of the station and the sale was consummated the value of the stock had risen to $7.6 million.

One of the best examples of the complexities of today's transactions occured in the 1957 sales by RKO Gen-

INSTANT SALES IN SAN DIEGO

KFMB-TV SENDS MORE PEOPLE AWAY FROM HOME (TO BUY) THAN ANYTHING!

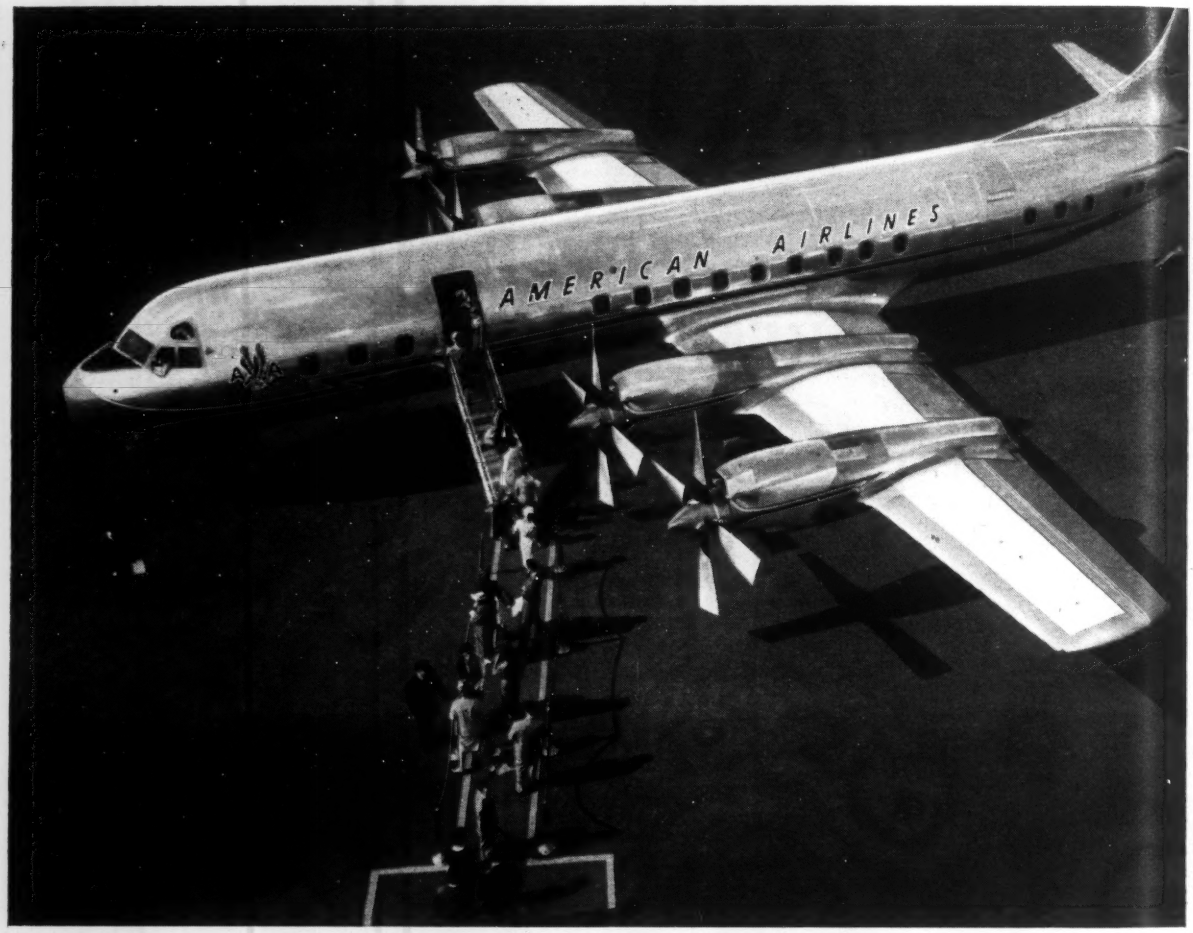
KFMB 8 TV SAN DIEGO CBS

A TRANSCONTINENT STATION

Represented by Edward Petry & Co., Inc. The Original Station Representative

SEAL OF GOOD PRACTICE

FASTEST: ONLY 84 MINS. TORONTO-NEW YORK



JET-POWERED ELECTRAS

Now American Airlines offers jet-powered Electra Flagship service between New York and Toronto that's more than 20 minutes faster.

From New York frequent departures are scheduled throughout the day. American's jet-powered Electra Flagships wing nonstop to Toronto in only 86 minutes. You can depart from Toronto either in the morning, afternoon or evening . . . arriving in New York in only 84 minutes.

Enjoy the wider, deeper seats of the spacious Electra cabin . . . only two abreast, with a table between. You'll fly in air conditioned radar-guided comfort with matchless service that makes American Airlines the first choice of experienced travelers.

AMERICAN AIRLINES *America's Leading Airline*

eral of its WEAT-AM-TV West Palm Beach, Fla.

RKO General sold its WEAT stations to Palm Beach Television Inc. for $600,000. This is now 80% owned by Rand Broadcasting Co. (WINZ Miami) and 20% by Bertram Lebhar Jr.

First, RKO transferred all current assets and all liabilities from the station licensee to the parent company. This left the property with $346,000 of fixed and miscellaneous assets and outstanding stock valued at $169,000.

The sales agreement called for a closing payment of one-tenth of the purchase price at closing, with the remainder to be paid over a nine-year period.

The agreement between Mr. Lebhar and Rand Broadcasting called for Rand to advance Palm Beach Television Inc. $40,000 to make the first payment of $60,000. PBT was capitalized at $25,000—25,000 shares at $1 par value.

Mr. Lebhar subscribed to 5,000 shares of PBT at cost of $5.000; Rand took the remaining 20,000 shares at a cost of $20,000.

Rand also agreed to advance working funds to PBT on 5%, five-year promissory notes.

It's Contagious • Perhaps the future of station transfers—assuming that neither the FCC nor Congress changes the rules (and there has been talk along these lines in recent months)—can be found in the latest annual report of the FCC.

In a short paragraph, the Commission pointed to fm's resurgence as exemplified in the fact that fm stations in Los Angeles and in San Francisco were each sold for $100,000 in the 1959 fiscal year.

When the FCC begins to use the market price for stations as the basis for judging the economic health of a service, buying and selling has become a part of the industry.

The dream of independence

Buying a small-town newspaper used to be the stereotype of the good life imagined by big-city dwellers. Now the small-market radio station is the ideal.

The appeal is the independence of owning the property you're working for. It's on the strength of that appeal that a good many radio stations have been sold and are still being offered.

A common come-on used by station brokers is the argument that a property that hasn't done well under hired management could do much better if someone bought it and took over personal command. And the records show that a good many cases have turned out that way. That kind of a promise is implied in the following poop sheet sent out by one of the brokerage services. It offers for sale a network-affiliated daytime radio station in a small eastern town:

"Capitalization is $50,000—500 shares at $100 per value.

"Outstanding are 325 shares, split between two owners.

"Network affiliation costs $112.50 per month; network income amounts to $56 per month, but the network provides programming for station and also enhances the value of adjacencies.

"The station's billings for the years it has been operating: 1950 (partial operation), $14,314; 1951, $54,889; 1952, $61,870; 1953, $55,877; 1954, $60,392; 1955, $47,859; 1956, $51,192; 1957, $51,098; 1958, $44,319.

"Estimated 1959 billings, $42,000.

"Operating costs amount to $1,500 per month. In addition there is a manager who draws $100 per week, plus $50 per week as a corporation officer, plus one-tenth of the net profit before taxes. He also holds a $50,000 insurance policy on his life.

"Other expenses: Bookkeeper and assistant manager, $55 per week; continuity writer (part-time), $21 per week; receptionist-stenographer (plus some announcing), $40 per week; two full-time announcers, $50 each per week; part-time anouncer, $1 per hour; engineer (part-time) $35 per week and janitor (part-time), $15-$16 per month.

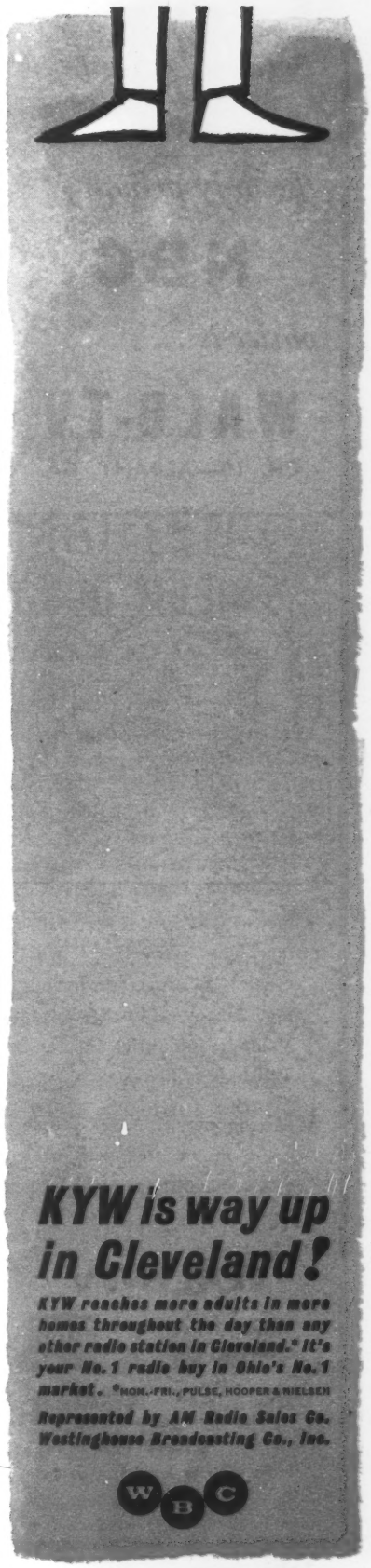
"Note that owners draw no salary.

"Leases run—$50 monthly for studios; $120 per year for tower site. News service runs $32 weekly.

"In this station's coverage are two weekly newspapers, one daily newspaper and three local radio stations. The radio stations are located at 'X,' 32 miles away.

"The station's spot rate is $2.50, with a special rate of $159 for 156 spots as a flat fee.

"Asking price is $81,000, of which 20% must be in cash and the remainder in 6% notes over a 10-year period."


KYW is way up in Cleveland!
KYW reaches more adults in more homes throughout the day than any other radio station in Cleveland.* It's your No. 1 radio buy in Ohio's No. 1 market. *MON.-FRI., PULSE, HOOPER & NIELSEN
Represented by AM Radio Sales Co.
Westinghouse Broadcasting Co., Inc.
WBC

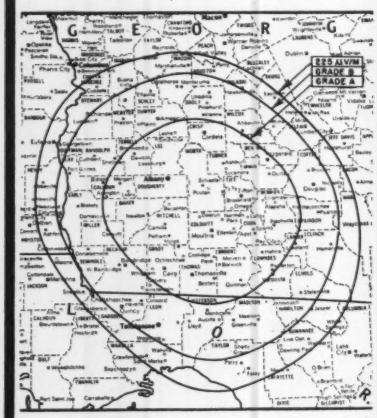
Between Atlanta and the Gulf . . . the only primary

NBC

outlet is . . .

WALB-TV

CH. 10—ALBANY, GA.



- New 1,000 foot tower, 316,000 watts power . . . with Grade "B" coverage including Albany, Thomasville, Valdosta, Moultrie, Ga., and Tallahassee, Fla.
- Serving over 750,000 people . . . in an area with over $739,000,000 spendable income.

WALB-TV

ALBANY, GA.
CHANNEL 10

NIBC

Raymond E. Carow, General Manager

Represented nationally by Venard, Rintoul & McConnell, Inc.

In the South by James S. Ayers Co.

One Rate Card

BROADCASTERS IN CONGRESS

Holdings in 36 am, 12 fm, 27 tv stations

There are 30 members of the 86th Congress—13 senators and 17 representatives—who hold financial or other interests in commercial or noncommercial educational broadcasting, either in their own right or through their families or relatives, according to FCC records.

Not one member of Congress owns a tv or radio station outright, but several hold sole controlling ownerships within their families. Interests held by congressmen in radio or tv stations range from token to controlling stockholdings.

A number of these interests are not financial. These include directorships or trusteeships, held by a senator or representative or a member of his family, in educational institutions or the like.

The congressional list, showing station network affiliations where they exist, follows:

Sen. Clinton P. Anderson (D-N.M.), Albuquerque — owns 250 of 4,500 sh. common voting stock of KGGM-AM-TV Albuquerque and KVSF Santa Fe, N.M. His son, Sherbourne P. Anderson, is director and owns 4 sh. of the same stations.

KGGM: CBS; KGGM-TV: CBS; KVSF: CBS.

Sen. Norman Brunsdale (R-N.D.), Mayville—is member of board of regents, KWLC Decorah, Iowa, educational station. His brother, Karl H. Brunsdale, Fargo, N.D., owns 900 of 144,000 sh. common voting and 5,002 of 400,000 sh. preferred non-voting stock of KDUB-AM-TV Lubbock, KPAR-TV Sweetwater and KEDY-TV Big Spring, all Texas.

KDUB-TV: CBS; KPAR-TV: CBS; KEDY-TV: CBS.

Sen. Roman L. Hruska (R-Neb.), Omaha—his brother, Victor Hruska, Ponte Vedra Beach, Fla., is a member of board of trustees of WJCT (TV) Jacksonville, Fla., educational station.

Sen. Lyndon B. Johnson (D-Tex.), Johnson City—his wife, Claudia T. (Lady Bird) Johnson, is board chairman-director and owns 304 of 588 sh. common voting (unrestricted) and 34 of 588 sh. common voting (restricted) stock of KTBC-AM-TV Austin and KRGV-AM-TV Weslaco, both Texas. His brother, Sam Houston Johnson, owns 1 of 588 sh. common voting stock of the same stations.

KTBC: CBS; KTBC-TV: CBS; KRGV: NBC; KRGV-TV: NBC.

Sen. Olin D. Johnston (D-S.C.), Spartanburg—his wife, Gladys A. Johnston, is vice president-director and owns 125 of 500 sh. common voting stock of WFGN Gaffney, S.C.

WFGN: KBS.

Sen. B. Everett Jordan (D-N.C.), Saxapahaw—owns 36 of 473 sh. common voting stock of WBBB-AM-FM Burlington, N.C. His wife, Mrs. B. Everett Jordan, owns 34 of 750 sh. common voting stock of WHKY-AM-FM Hickory, N.C.

WBBB: MBS, KBS; WHKY: ABC, MBS.

Sen. Robert S. Kerr (D-Okla.), Oklahoma City—is vice president-director and owns 327 of 2,500 sh. Class A common voting stock of KVOO-TV Tulsa, Okla.; is president-director and owns 50,611 of 100,000 sh. common voting stock of WEEK-AM-TV Peoria and WEEQ-TV La Salle, both Illinois. His wife, Grayce B. Kerr, owns 371 sh. of same type stock in KVOO-TV and 11,488 sh. in Illinois stations; his brother, T.M. Kerr, owns 172 sh. in KVOO-TV and is secretary-director and owns 11,141 sh. in Illinois stations; Geraldine H. Kerr, wife of T.M. Kerr, owns 3,235 sh. of Illinois stations.

KVOO-TV: NBC; WEEK-TV: NBC; WEEQ-TV: NBC.

Sen. Warren G. Magnuson (D-Wash.), Seattle—owns 10,186 of 253,726 sh. common voting stock of KIRO-AM-FM-TV Seattle.

KIRO: CBS; KIRO-TV: CBS.

Sen. Joseph C. O'Mahoney (D-Wyo.), Cheyenne—his wife, Agnes V. O'Mahoney, owns 15 of 3,051 sh. common voting stock of Cheyenne Newspapers Inc., which in turn owns 1,850 of 7,591½ sh. common voting stock of KFBC-AM-TV Cheyenne and satellite KSTF (TV) Scottsbluff, Neb.

KFBC: ABC; KFBC-TV: CBS.

Sen. Winston L. Prouty (R-Vt.), Newport—his cousin, John A. Prouty, owns 1 of 1,643 sh. common voting stock of WIKE Newport.

Sen. A. Willis Robertson (D-Va.), Lexington—his brother, Harold G. Robertson, Roanoke, Va., is a director of Shenandoah Life Insurance Co., licensee of WSLS-AM-TV Roanoke.

WSLS: NBC; WSLS-TV: NBC.

Sen. John J. Sparkman (D-Ala.), Huntsville—his wife, Mrs. Ivo H. Sparkman, is partner and owns 49% of WAVU-AM-FM Albertsville, Ala.

Sen. Herman E. Talmadge (D-Ga.), Lovejoy—his aunt, Mrs. Julius Y. Talmadge, Athens, Ga., is a board member of WEGS-TV Waycross, Ga., educational station.

Rep. Alvin M. Bentley (R-Mich.),

total RADIO

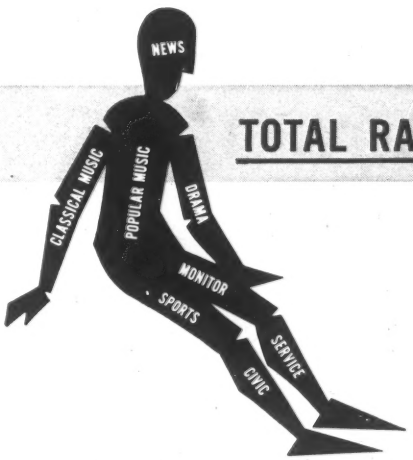
features

LES MARTENS WITH GOOD MUSIC

9:00-11:00 A.M. Weekdays

Just the right note for mid-morning listeners and advertisers! Broadcasting from Detroit's famed Northland Shopping Center, Les Martens presents a smooth parade of familiar favorites, laced with experienced airmanship that stimulates sales. And note this extra: attractive product displays are available to participating sponsors at no additional cost.

Another facet of WWJ's Total Radio concept–another reason to call your PGW Colonel today.



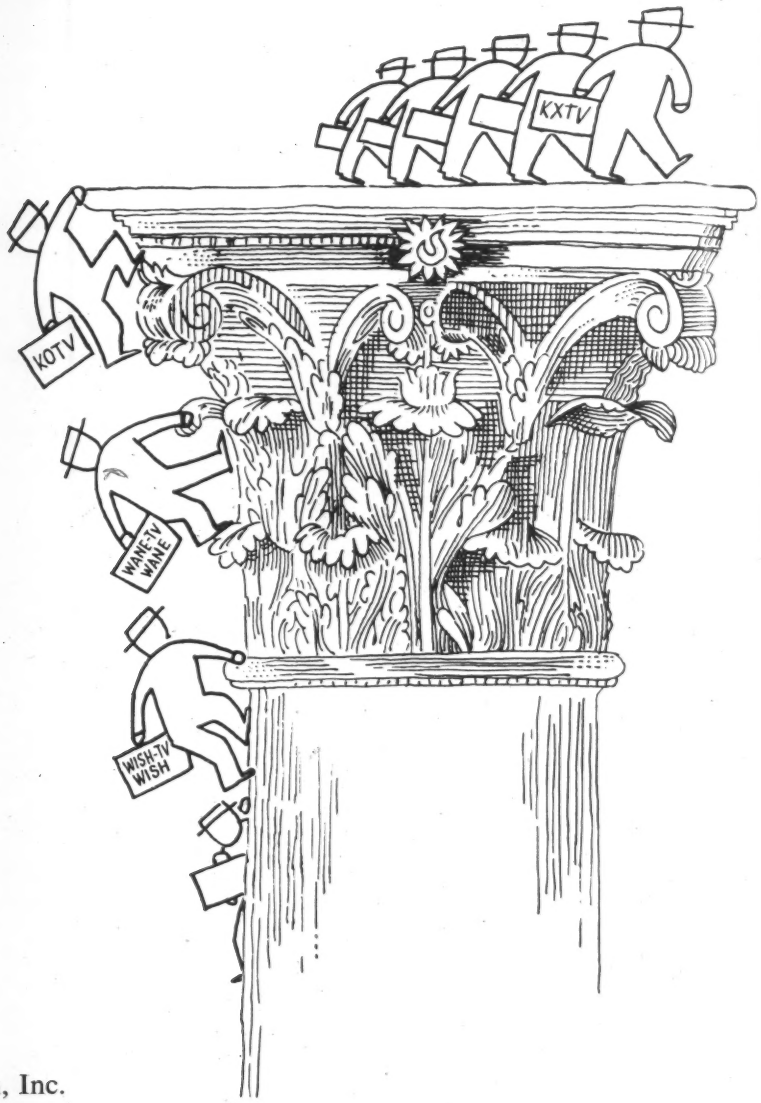
TOTAL RADIO FOR THE TOTAL MAN

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS



H-R Television, Inc.
now represents these
Corinthian television stations:

KOTV Tulsa
KXTV Sacramento
WANE-TV Fort Wayne
WISH-TV Indianapolis

H-R Representatives
now represent these
Corinthian radio stations:

WANE Fort Wayne
WISH Indianapolis

H-R will assume representation of KHOU-TV Houston on September 15.

Responsibility in Broadcasting

THE CORINTHIAN S

Owosso—is vice president-director and owns 300 of 900 sh. common voting stock of WKNX-AM-TV Saginaw, Mich., which is applicant for tv ch. 9 at Alpena, Mich., and 1070 kc at Houston, Tex.

WKNX-TV: CBS.

Rep. J. Floyd Breeding (D-Kan.), Rolla—is director and owns 1 of 2,000 sh. common voting stock of KTVC (TV) Ensign, Kan.

KTVC: ABC.

Rep. Thomas B. Curtis (R-Mo.), Webster Groves—is trustee and director of WDCR Hanover, N.H., commercial station licensed to Dartmouth College.

Rep. James J. Delaney (D-N.Y.), Long Island City—owns 13,000 of 1,149,798 capital common voting stock in WPRO-AM-FM-TV Providence, R.I.; WROW-AM-FM and WTEN (TV) Albany, WCDB (TV) Hagaman, both New York; WCDC (TV) Adams, Mass., and WTVD (TV) Durman, N.C.

WPRO: CBS; WPRO-TV: CBS; WROW: CBS; WTEN: CBS; WCDC: CBS; WTVD: CBS.

Rep. L.H. Fountain (D-N.C.), Tarboro—is secretary-treasurer-director and owns 86 of 300 sh. common voting stock of WCPS-AM-FM Tarboro. His brother, V.E. Fountain, is president-director and owns 107 sh. and another brother, R.M. Fountain, is vice president-director and owns 107 sh. of same stations.

Rep. Porter R. Hardy Jr. (D-Va.), Churchland—is director and voting trustee for 300 of 19,529 sh. Class B common voting stock in voting trust and owns 300 of 16,979 sh. Class A common non-voting and 232 of 8,006 sh. Class C common non-voting stock in WAVY-AM-TV Portsmouth, Va.

WAVY-TV: NBC.

Rep. Paul C. Jones Sr. (D-Mo.), Kennett—is president-director and owns 100 of 490 sh. common voting stock of KBOA-AM-FM Kennett. His wife, Mrs. Ethel R. Jones, owns 22 sh., and his son, Paul C. Jones Jr., owns 28 sh. of same stations.

Rep. Eugene J. Keogh (D-N.Y.), Brooklyn—owns 18,513 of 1,149,793 sh. common voting stock in WPRO-AM-FM-TV Providence, R.I.; WROW-AM-FM and WTEN (TV) Albany and WCDB (TV) Hagaman, both New York; WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N.C.

WPRO: CBS; WPRO-TV: CBS; WROW: CBS; WTEN: CBS; WCDC: CBS; WTVD: CBS.

Rep. Melvin R. Laird (R-Wis.), Marshfield—his wife, Mrs. Melvin R. Laird, is member of board of regents of WHA-AM-FM-TV Madison, Wis., educational stations.

Rep. Richard E. Lankford (D-Md.), Annapolis—owns 30 of 3,936 sh. preferred non-voting stock of WNAV-AM-FM Annapolis.

Rep. George H. Mahon (D-Tex.), Lubbock—his brother, John B. Mahon, owns 50% of KVMC Colorado City, Tex., and his nephew, Eldon B. Mahon, owns 33⅓% interest in same station.

KVMC: KBS.

Rep. Leo W. O'Brien (D-N.Y.), Albany—owns 0.5% of common voting stock of WPRO-AM-FM-TV Providence, R.I.; WROW-AM-FM and WTEN (TV) Albany and WCDB (TV) Hagaman, both New York; WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N.C.

WPRO: CBS; WPRO-TV: CBS; WROW: CBS; WTEN: CBS; WCDC: CBS; WTVD: CBS.

Rep. Albert M. Rains (D-Ala.), Gadsden—is first vice president and owns 45 of 150 sh. common voting stock of WGAD Gadsden, and is vice president-director and owns 36 of 120 sh. common voting stock of WGSV Guntersville, Ala.

WGAD: ABC; WGSV: KBS.

Rep. Dean P. Taylor (R-N.Y.), Troy—owns 24,990 of 1,149,798 sh. common voting stock in WPRO-AM-FM-TV Providence, R.I.; WROW-AM-FM and WTEN (TV) Albany and WCDB (TV) Hagaman, both New York; WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N.C.

WPRO: CBS; WPRO-TV: CBS; WROW: CBS; WTEN: CBS; WCDC: CBS; WTVD: CBS.

Rep. William M. Tuck (D-Va.), South Boston—owns 562 of 2.5 million sh. common voting stock in Jefferson Standard Life Insurance Co., parent firm of Jefferson Standard Broadcasting Co. and other subsidiaries which in turn own all the common voting stock in WBT and WBTV (TV) Charlotte, N.C.; WBTW (TV) Florence, S.C., and WBIG Greensboro, N.C.; and 1,505 of 9,070 sh. common voting stock of WFMY-TV Greensboro.

WBT: CBS; WBTV: CBS; WBTW: CBS; WBIG: CBS; WFMY-TV: CBS.

Rep. Stewart L. Udall (D-Ariz.), Tucson—his uncle, Jesse A. Udall, Thatcher, Ariz., is director and owns 10 of 200 sh. common voting stock in KGLU Safford, KWJB-AM-FM Globe, KCKY Coolidge, KVNC Winslow and KCLF Clifton, all Arizona.

KGLU: MBS; KWJB: MBS; KCKY: CBS; KVNC: ABC, MBS; KCLF: MBS.

Rep. Phil Weaver (R-Neb.), Falls City—his nephew's wife, Jane Ann Calhoun Weaver, Lincoln, Neb., owns 7 of 5,000 sh. common voting stock in WTAD-AM-FM Quincy, Ill., and KHQA-TV Hannibal, Mo.

WTAD: CBS; KHQA-TV: CBS.

KOTV
TULSA *(H-R)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(H-R)*

WISH-TV
INDIANAPOLIS *(H-R)*

WANE-AM
FORT WAYNE *(H-R)*

WISH-AM
INDIANAPOLIS *(H-R)*

STATIONS

BROADCASTING'S YEAR OF TROUBLE

The beginning: an unhappy quiz contestant, a grand jury
The present: payola investigation, industry self-regulation
The future: more investigations, possibility of new laws

"What happened?"

Clubbed unexpectedly from behind, the tv hero usually mumbles this bewildered question. But broadcasters are borrowing the phrase frequently these days. It expresses the confusion they feel in the onslaught of public investigation and castigation.

They are scarcely recovered from last fall's exposure of tv quiz rigging by the House Legislative Oversight Subcommittee and the more recent FCC inquiry into the scope of its program authority (if any).

Now, they are enmeshed in the payola probe of the same House group. Later this week they go before the Senate Commerce Committee to explore possibly the entire gamut of charges of abuse and deception in radio-tv and advertising.

There is still more (see box page 94).

The Beginning • Some would say it all started in the summer of 1958 when an unhappy quiz contestant went to the New York District Attorney with a complaint that the show was rigged. The incident mushroomed into a sequence of events that involved not only broadcasters and advertisers, but also committees of Congress, the White House, Justice Dept., Federal Trade Commission and the FCC.

The New York D.A. • Early probings into the integrity of the big quizzes on tv didn't get much notice or action. The Federal Trade Commission in December 1956 received a complaint about *The Big Surprise*. But the case was closed in May 1958 since the show was then off the air and the executive producer had sworn the show was clean.

News and feature articles in 1957 which questioned the quiz programs apparently went unnoticed too by officials of the networks and the government regulatory agencies (*New York World Telegram & Sun*, April 17-20; *Time*, April 22; *Look*, Aug. 20).

But New York District Attorney Frank Hogan moved quickly in August 1958 after ex-*Dotto* contestant Edward Hilgemeier Jr. charged the show was rigged in a statement to both the FCC and the District Attorney. So did *Dotto* sponsor Colgate Palmolive which yanked the daytime and nighttime versions off CBS-TV and NBC-TV.

Charges involving other quiz programs promptly followed and flooded the news columns of the New York daily press. Within weeks Mr. Hogan was presenting a long list of witnesses and evidence to a local grand jury. Leaks from the closed proceeding continued to make the story big headline material locally. But it wasn't enough. It would take another year and the crumbling of quiz idol Charles Van Doren at the Harris Oversight Subcommittee hearing in Washington to focus national attention and mass public opinion on the issue.

Clean-Up Campaign • The decay of the quiz shows themselves came more quickly, however, as the industry acted to clean house on its own initiative. The biggest of them all, *$64,000 Question*, was dropped Nov. 2, 1958, by co-sponsors Revlon and P. Lorillard. The show since its inception in June 1955 had given away $2.1 million in

prizes and 29 Cadillac "consolation" prizes. Within three months after the New York District Attorney began action, most of the big money quizzes were dead.

Mr. Hogan fought unsuccessfully in 1959 to have the grand jury presentment (no indictment was returned) made public but Judge Mitchell D. Schweitzer sealed the findings in November, a ruling which affirmed his earlier decision that year. In August 1959, however, Judge Schweitzer, upon petition by the Harris Oversight Subcommittee, released the grand jury minutes to the House group. The Harris subcommittee went into action last fall, parading on the public witness stand those who earlier had testified to the New York grand jury.

Public concern mounted with each disclosure and even President Eisenhower expressed shock (see page 98), calling upon the Attorney General to investigate and report to him.

Hogan Carries On • Although the spotlight shifted from the New York District Attorney to congressional committees and government agencies, Mr. Hogan's office still is very active in the business of broadcasting. The specialist is Assistant District Attorney Joseph Stone. He currently is presenting witnesses and evidence to a grand jury on payola within the music and broadcasting fields. This activity should run through March.

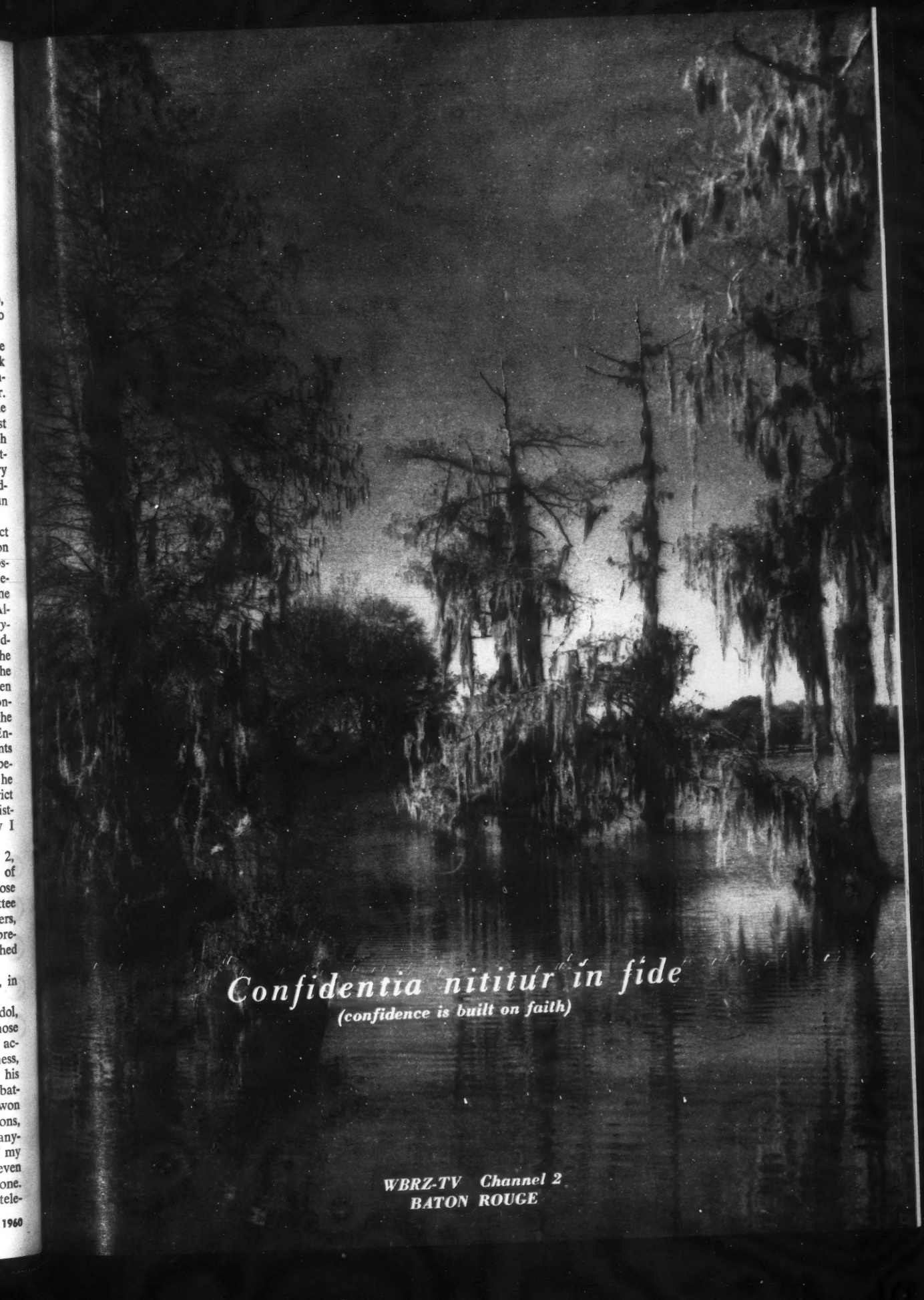
Then, expected next on the District Attorney's schedule, is the presentation to a grand jury of the some 100 possible cases of perjury by witnesses before the 1958 tv quiz grand jury. One witness already has been indicted: Albert Freedman, producer of *Twenty-One* for Barry & Enright. Mr. Freedman appeared a second time before the grand jury to confess, as he did to the Harris subcommittee, that he had given advance questions and answers to contestants. He also testified that with the knowledge of his employer, Dan Enright, he had approached contestants whom he knew were going to appear before the grand jury. Some of these he told that if he were asked by the District Attorney whether he had given assistance to them, "I am going to say I didn't."

The Harris Committee • On Nov. 2, 1959, as the sensational testimony of Charles Van Doren unfolded, all those present at the Harris subcommittee hearing in Washington—broadcasters, legislators, government agency representatives—were aware they had reached the point of no return.

"I was involved, deeply involved, in a deception."

The nation's No. 1 quiz show idol, the son of a prominent family whose scholarly attainments were widely acclaimed, was speaking. The witness, whose boyish appearances during his "struggle" through great intellectual battles on NBC-TV's *Twenty One* had won the heart of America's viewing millions, confessed: "I would give almost anything I have to reverse the course of my life in the last three years." But even his $129,000 in prize money was gone.

And so was public confidence in tele-


Confidentia nititur in fide
(confidence is built on faith)
WBRZ-TV Channel 2
BATON ROUGE

Investigations: those underway and in prospect

Here's a summary of what broadcasters can expect this year in investigations and hearings before Congress and by government agencies:

Payola • House Oversight Subcommittee, led by Rep. Oren Harris (D-Ark.), has been hearing testimony on the payola racket in radio-tv. It began Feb. 8. FTC has acted on numerous payola complaints, is expected to continue proceeding on such cases and has supplied FCC with case details. FCC, having ordered stations to supply information on any payola incidents and their protective measures against future activities, plans to consider this data when acting on renewals and new-facilities grants. The New York District Attorney currently is presenting payola evidence and testimony before a grand jury there. This should run at least through March.

Deception • Senate Interstate & Foreign Commerce Committee, headed by Sen. Warren G. Magnuson (D-Wash.), on Friday (Feb. 19) starts a broad probe of deceptions and other abuses in advertising, radio and tv. It begins with an informal conference of representatives from FCC, FTC, NAB, the networks, American Assn. of Advertising Agencies and Assn. of National Advertisers. FTC actively is prosecuting a mounting number of false and misleading advertising complaints, newly issued since the Harris tv quiz hearing last fall. They emphasize tv ads although all major media are involved. FTC has stepped up its radio-tv monitoring.

FCC has just completed its own major hearing on its authority in the area of programming and is expected to eye closely any deception tinge while processing individual radio-tv cases. Justice Dept. is expected to press for adoption of recommendations which the Attorney General set forth in his Dec. 31, 1959, report to the President: that FCC and FTC have ample authority to curb deceptions and other abuses and that they should exercise this authority more vigorously.

Ratings • Sen. A.S. (Mike) Monroney (D. Okla.), third-ranking Democrat on the Senate Commerce Committee, is pressing for a hearing on abuses in radio-tv rating practices and how competition for ratings hurts development of better programs. Harris subcommittee also plans probe of ratings. Date not set.

Multiple ownership • House Antitrust Subcommittee, Rep. Emanuel Celler (D.-N.Y.), chairman, in late March or April plans to begin a hearing on a bill by Rep. Celler which would prohibit common ownership of mass media (radio-tv with newspapers, magazines) in the same area, if the ownership represents an undue concentration of communication control.

Conflict of interest • Celler subcommittee, Wednesday (Feb. 17) is to begin a hearing on measures which would prevent bribery and conflict of interest among officials in government agencies or departments.

'Ex parte' contact • House Communications & Power Subcommittee, headed by Rep. Harris, plans a hearing on bills which would forbid *ex parte* contacts with government agencies and establish ethical standards for their conduct. No date is set. Rep. Harris' Oversight Subcommittee already has held panel discussion hearing on *ex parte* contacts and related issues.

Sports • Celler subcommittee may hold further hearing on six bills to exempt professional sports from the antitrust laws, with emphasis on provisions dealing with radio-tv blackout agreements. The probe was begun last fall. The Senate Antimonopoly Subcommittee plans no further hearing on similar legislation, but its chairman, Sen. Estes Kefauver (D-Tenn.), expects to introduce a bill to impose a 75-mile tv blackout on professional football games in areas where college games are being played.

Political broadcasting • This year, as a result of amendment of Sec. 315 in 1959, the Senate Commerce Committee's "watchdog" subcommittee headed by Sen. Ralph Yarborough (D-Tex.) will keep surveillance for possible abuses by broadcasters in news shows involving political candidates.

Mr. Oversighter sets his sights • Rep. Oren Harris (D-Ark.), chairman of the House Subcommittee on Legislative Oversight, led the investigation of rigged tv quiz shows which saw quiz idol Charles Van Doren crumble. His current target: payola.

vision quiz shows. Changed, overnight.

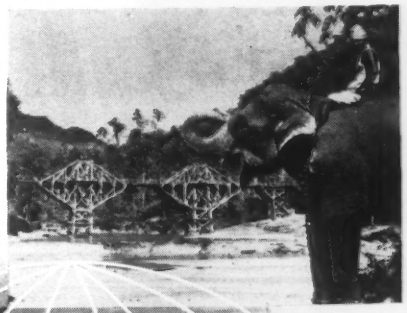
How Opinion Switched • Just prior to Mr. Van Doren's testimony, a national survey of public opinion conducted by Sindlinger & Co. at the request of BROADCASTING, disclosed that despite the quiz hearing revelations, up to that time only 18.9% of the public had changed their attitude or opinion of the television industry. Despite their knowledge that quizzes were rigged, 57.4% found them educational and interesting enough to want them back. But a second national survey on Nov. 3, the day following Mr. Van Doren's confession, discovered 50.9% of the public had changed their opinion of television and only 39.9% wanted quizzes back on the air.

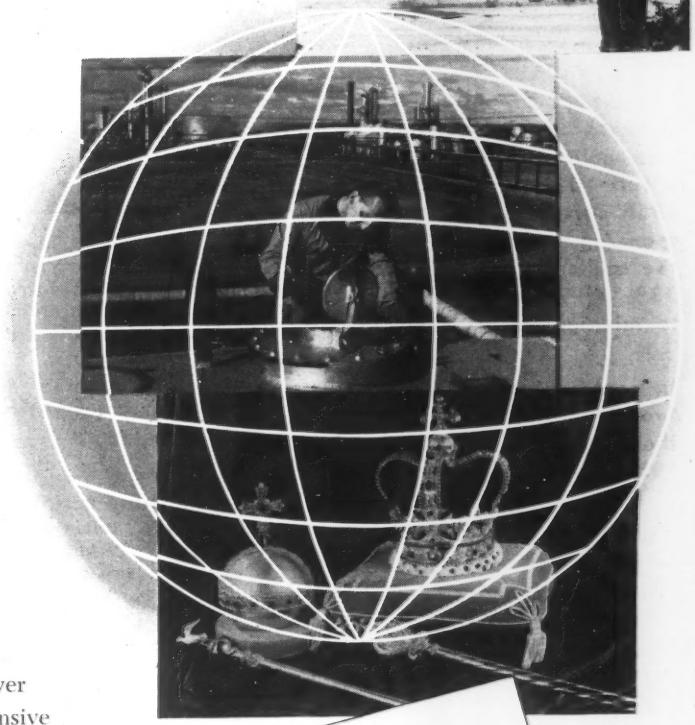
The second survey, also conducted by Sindlinger and commissioned by BROADCASTING, further disclosed that the public (53.8%) blamed the producers most for the scandal. (Interestingly, people

The Global story behind today's headlines!

"THE COMMONWEALTH OF NATIONS"

a new public affairs TV series for the 60's





Now, with viewer interest keen for films about people and places, this new "COMMONWEALTH OF NATIONS" series gives you a unique opportunity to make your public service programming important, vital and newsworthy.

13 informative half-hour TV films take the viewer on a trip around the world through a comprehensive camera report on various peoples, cultures, traditions, philosophies, customs—men and events that have shaped history for the past 500 years. Statesmen, tribesmen, kings, conquerors, explorers—they're all here in their true-life roles building, shaping, forging the Commonwealth of Nations.

Produced by
THE NATIONAL FILM BOARD OF CANADA
Narrated by Edgar McInnis, President, Canadian Institute of International Affairs

Distributed by RADIO-TV DIVISION

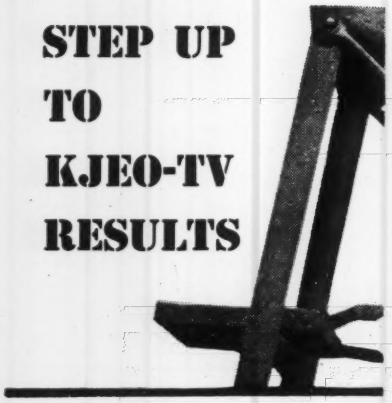
BRITISH INFORMATION SERVICES

45 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

This series is available for booking from APRIL 1st.

FREE except for shipping charges.

STEP UP TO KJEO-TV RESULTS



KJEO-TV—ABC for Fresno, California's $600,000,000 market—stepped up its metropolitan Nielsen rating a full 10% in its December 1959 survey over the corresponding 1958 period. 32% of the audience 6 to 9 p.m.—33% of the audience 9 p.m. to midnight.

In contrast, one of the other two stations in the market showed a static position with 1958, the other a decline.

Your HR representative will help you get your share of the stepping out and stepping up TV buy for 1960—KJEO-TV, Channel 47, Fresno.

KJEO channel 47

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm — Commercial Manager
See your H-R representative H-R

'I was involved . . . in a deception' • So testified Charles Van Doren (r) of his participation in *Twenty One*. He told the House Subcommittee last fall he was coached in dramatics as well as questions and answers. Above picture was taken the week before the program of March 11, 1957, the night he said it was arranged for him to lose to Mrs. Vivienne Nearing. M.c. is Jack Barry.

seemed more concerned that Mr. Van Doren had lied about the rigging than about the rigging itself.)

Mr. Van Doren testified he had been coached by Mr. Freedman not only on questions and answers but also how "to pause before certain parts of the answers, to skip certains parts and return to them, to hesitate and build up suspense."

Mr. Van Doren lost two jobs right after his testimony: his $50,000 commentator post with NBC and his assistant professorship in English at Columbia U.

Lesser disclosures, charges, denials and counter-charges swept the Harris subcommittee hearing along for another week. When it was over, 152 witnesses has produced 21 days of testimony.

A Tough Report • Last week Chairman Harris submitted his interim report. It declared stations "have virtually surrendered control of programming during the best broadcasting hours to the networks, who in turn have often abdicated control to advertisers." It called for sweeping legislation to amend the Communications Act and the Federal Trade Commission Act (AT DEADLINE, Feb. 8).

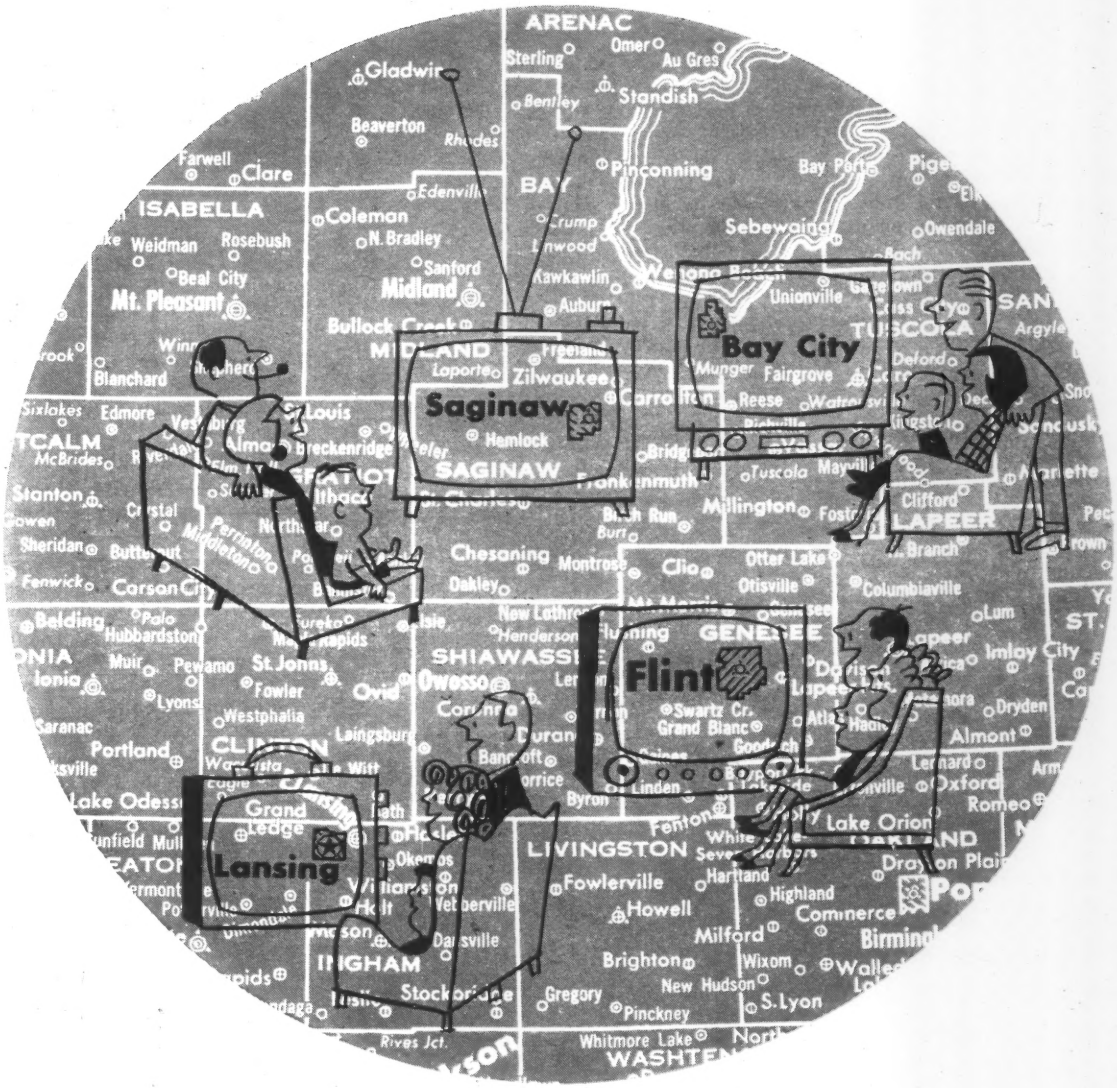
Among other things, the report would make it a crime to participate in or conspire with others to broadcast a program with the intent to deceive viewers or listeners. Payola would become a crime. Networks would be licensed. Other proposed laws would materially sharpen the regulatory teeth of FCC and FTC.

In the preface to its legislative recommendations, the subcommittee report noted that the testimony record "shows how far certain advertisers, producers and others will go to wring the last possible dollar of profit out of the privilege of using the airwaves. They have ruthlessly exploited many persons in all walks of life, including a member of the faculty of a great institution of learning, a minister of religion, the executive director of a national organization of business and professional women, a labor organizer, and, worst of all, children, for their private gain.

"They only used children as pawns on their rigged shows; they also instructed them to lie, even to their parents or guardians, about the fact that they had been coached. After the rigging of quiz shows was publicly disclosed and the grand jury investigation begun, some producers tried to persuade contestants to become criminals by giving perjured testimony before the grand jury.

"This sordid story demonstrates the futility of the theory underlying the present statute that the use of the airwaves in the public interest can be assured by holding only station licensees responsible for everything they broadcast."

Failure of Industry • The Harris report argued that self-regulation alone



Now, you can reach every viewing man, woman and child in Michigan's other big market with one single-station buy! (Grade "A" signal or better, too!)

WJRT

Channel 12—Flint

PRIMARY abc AFFILIATE

Represented by HARRINGTON, RIGHTER & PARSONS, INC. • New York • Chicago • Detroit • Boston • San Francisco • Atlanta

"cannot be relied upon to accomplish the goal of honest use of the airwaves in the public interest."

The most conclusive evidence of the inadequacy of self-regulation, the report said, "is found in the testimony of witness after witness for the networks, advertisers and sponsors that they were wholly ignorant of the facts constituting one of the most gigantic hoaxes ever perpetrated on the American people."

The report continued, "The subcommittee feels that it is not reasonable to expect persons who have profited in the past from deceptive use of the airwaves in blissful ignorance of the fraud to become vigorous guardians of the public interest."

Failure of Government • The report was no less caustic in its appraisal of the attitude of the regulatory agencies, FCC and FTC: "Where a commission takes a passive view of its role, it is clear that the public interest suffers by default. Where a public evil is allowed to grow, unchecked while administrators sit idly by and deplore in silence, the Congress must exercise its duty of legislative oversight to restore lost public confidence."

The report expressed expectation that "an administrative agency with a vigorous and resourceful conception of its duties should take a larger view of its jurisdiction than that revealed by the chairman of either FCC or FTC in our recent hearings."

The report observed, "Fear of reversal by the courts should not paralyze agency action in the face of novel situations."

The Harris group felt it "heartening" that since the hearing both FTC and FCC "seem to have exploded in a burst of regulatory energy."

But, the report, continued, it is "hardly reassuring" that the concern of the two Commissions for vigorous enforcement "had to await a grand jury investigation, the subcommittee's hearings, a public expression of dismay by the President of the United States, and a Presidential direction to the Attorney General of the United States to investigate the situation."

The Attorney General • The Harris subcommitte probe of the tv scandal was just getting well underway when President Eisenhower expressed disturbance over the disclosures. At a news conference Oct. 22, 1959, he said the rigged quizzes were a "terrible thing" to do to the American public.

"I have asked the Attorney General and one or two others to look into it," he said. The President could see "no power in the Executive Dept." to deal with the problems and was not sure what authority FCC would have in the situation. As for himself, he told newsmen he never watched tv quiz shows.

Acting on the White House directive, Attorney General William P. Rogers promptly met with network, FCC and FTC officials. He submitted a detailed report to the President Dec. 31, 1959.

Program Power • In the Justice Dept. document, the legal arm of the federal government unequivocally stated that:

• The FCC and the FTC do have the power to consider programming.

• Both should exercise that power more rigorously.

The Attorney General's report also indicated that there might be need for legislation to endow the FCC and the FTC with more authority.

In a nutshell, Mr. Rogers' and the Justice Dept.'s approach was that broadcasting must live up to a goal of public interest which overrides "naked commercialism."

Mr. Rogers also discussed the possibility of criminally prosecuting those responsible for the rigged quiz shows under Sec. 1343 of Title 18 of the U.S. Code.

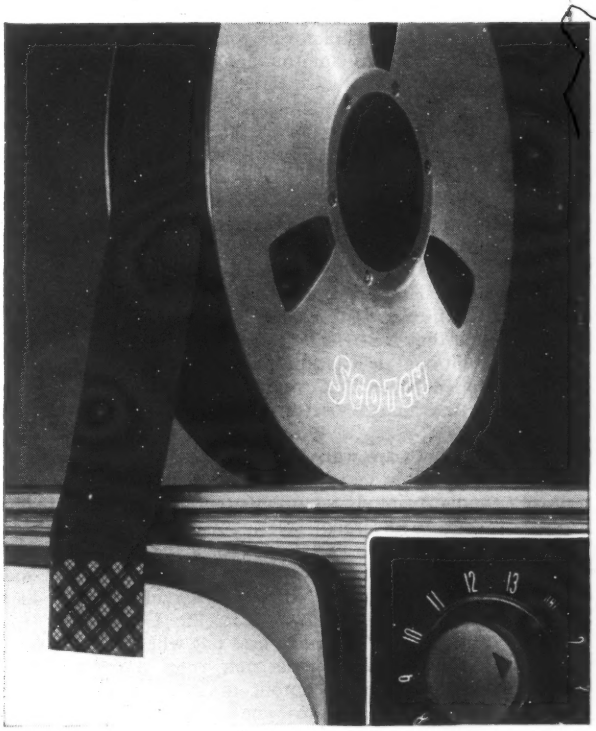
Broadcasters were stunned. The whole point of the Attorney General's report was to give the FCC and the FTC more power than even those agencies had claimed previously. Few would comment publicly. Privately they seethed.

Reaction to the Report • Harold E. Fellows, president of NAB, applauded those references in Mr. Rogers' report that commended the industry for moving to clean up its house. Mr. Fellows took issue with that part of the report which painted broadcasting as overly commercial.

At the FCC the statement was greeted cautiously. Chairman John C. Doerfer stated it would be considered among other viewpoints entered into the FCC's program hearing then getting underway. Comr. Frederick W. Ford, on the other hand, hailed the report as resolving the legal issue of the FCC's powers in the programming field.

Rep. Oren Harris (D-Ark.), whose House Oversight Subcommittee was credited with ripping the veil from the quiz show chicanery, called the report substantial but added it did not go far enough. He said he didn't think the Rogers Report was adequate "to

Now it's payola • Currently presenting witnesses and evidence to a grand jury on payola practices in broadcasting, New York District Attorney Frank S. Hogan (l) and Assistant District Attorney Joseph Stone are next expected to press prosecution of perjury charge resulting from the 1958 grand jury probe of tv quiz rigging. Mr. Hogan has said perhaps 100 witnesses lied on quiz rigging. Here they inspect grand jury minutes from the quiz investigation.



WHY IS VIDEO TAPE MADE ONLY BY 3M?

When the first video recorders were introduced in 1956, there was a big "if." Video recording would revolutionize the television industry IF someone could make a magnetic tape that would meet its fantastic demands for quality and durability.

This meant a tape with an essentially perfect oxide coating that would hold up under tremendous operating pressures, heat and tension under repeated use. This, then, would result in cutting production costs for TV commercials in half, provide perfect rehearsal conditions, eliminate fluffs and insure a "live-looking" finished product. In short, it meant doing the nearly-impossible.

3M did it . . . and when the daylight saving time deadline of April 27, 1957, brought demands for video tape in quantity, 3M did it again.

What made the difference? Experience and research. 3M had 50 years of experience in precision coating processes. 3M pioneered in magnetic tape manufacture.

After three years, 3M remains the only commercial manufacturer of video tape. While others try to make a workable video tape, 3M can concentrate on further advances in "SCOTCH" BRAND, the tape that is already time-tested.

MINNESOTA MINING AND MANUFACTURING COMPANY
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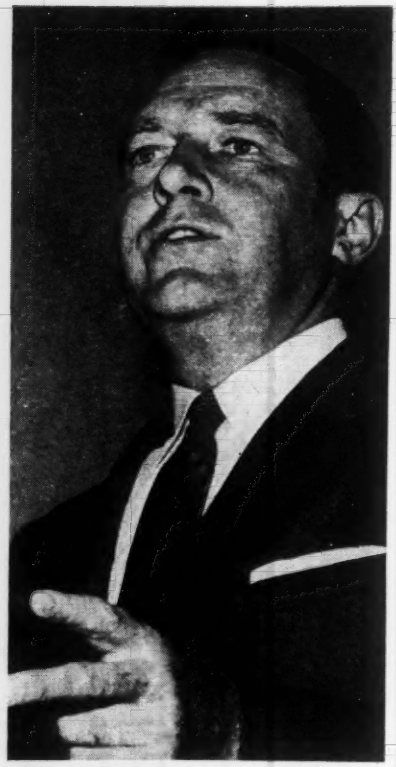


Rogers report • It was a bombshell to broadcasters. Attorney General William P. Rogers told President Eisenhower both FCC and FTC have power to curb abuses in programming and they should exercise that authority more vigorously.

really clean things up."

Federal Trade Chairman Earl W. Kintner declined to comment.

The FCC • During the past three months the FCC has announced three major moves to "clear the air" of scandal and alleged abuses.

In mid-November the FCC ordered a massive study of broadcast policies and practices; next it sent a two-part payola questionnaire to every broadcast station in the U.S., and then announced that the answers to the questionnaires will form an integral part of new grants and license renewals. The Federal Trade Commission also has referred to the FCC 100 cases involving payola charges.

The FCC left little doubt that its "get tough" policy will continue to get tougher in the months ahead.

Although some broadcasters were taken by surprise, many had read the signs in the public pronouncements by the commissioners earlier.

In August 1959, FCC Comr. Ford announced publicly that the Commission was considering an investigation of its own programming policies.

Doerfer Warning • A Radio Television News Directors Assn. meeting in October heard Chairman John C. Doerfer state that congressional quiz investigations were "nudging the Commission closer and deeper into exercising regulatory controls over programming content." But, he said, the FCC is "reluctant to plunge in and exercise government supervisions very extensively over programming formats. . . ."

In a letter to Rep. Harris, chairman of the House Legislative Oversight Subcommittee, FCC Comr. Robert E. Lee said that it might be necessary to enact additional legislation placing networks under direct FCC regulation.

Chairman Doerfer, in an interview in *U.S. News & World Report,* said no new laws are warranted "until we know precisely where we're going—until we know definitely what evils there are."

These divergent statements came on the eve of the FCC order for a massive study of broadcast policies and practices, announced in mid-November. The purpose of the order, the Commission stated, was to find out whether the FCC should issue new rules governing broadcast output or if it even has the authority to issue such rulings.

The investigation was brought about, the Commission asserted, by the revelations of the tv quiz scandals, payola charges and complaints about offensive commercials.

Other purposes of the study, the FCC said, were to find out if the Communications Act needs overhauling and to look into advertising material and policies pursued by broadcasters in its selection, presentation and supervision.

Hearing Begins • The FCC hearing began Dec. 7, with testimony from agencies, producers, writers, civic groups, advertisers, and religious leaders. Witnesses were asked to direct their remarks toward (1) whether current broadcast practices are "inimical to the public interest;" (2) whether present review procedures in programming and advertising are adequate; (3) whether existing FCC rules are adequate and if more detailed standards are needed, and (4) whether changes are needed in the Communications Act. The hearing ran through Feb. 1.

Meanwhile, Comr. Lee told a Catholic advertising group in New York that stations guilty of imbalanced programming would be liable to disciplinary action. However, Comr. Lee was opposed to license revocation in such cases. "Perhaps," he said, "some form of probation such as a temporary license or a one year extension pending further review is the answer."

The Commission announced that in conjunction with its hearing it was sending a two-part questionnaire to every broadcast station in the U.S. Question No. 1 asked: "What matter, if any, has been broadcast by any of your stations for which money or any other valuable consideration has been directly or indirectly paid. . . ." Question No. 2 asked what "internal controls and procedures have you established to provide you with information concerning remuneration . . . received by individuals . . . of programs broadcast by your station." Deadlines were Jan. 5 for Part I and Feb. 5 for Part II.

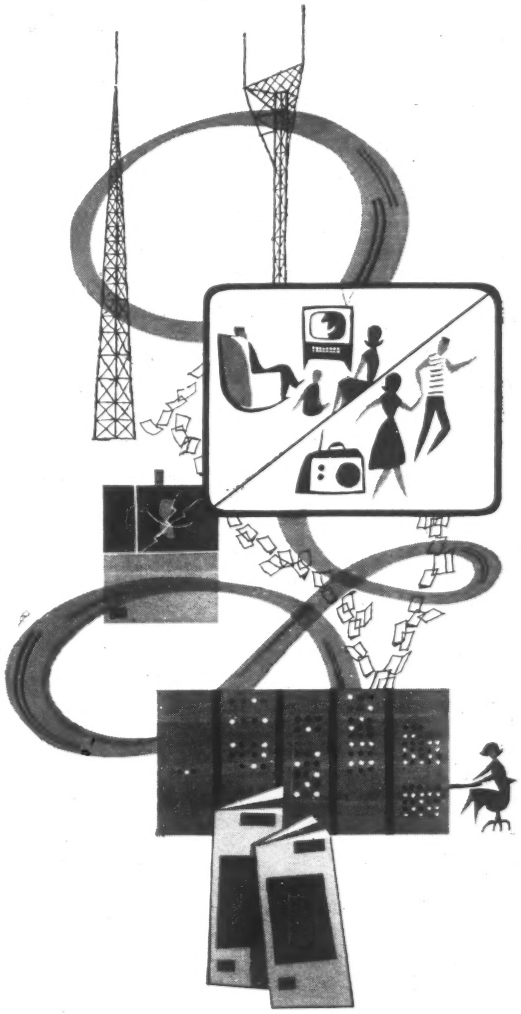
Chairman Doerfer took time out to tell the Federal Communications Bar Assn. that the "future of broadcasting hangs in the balance." How far can the Commission go, the Chairman asked, in achieving program balance and how can it aid the industry to "do more public service broadcasting and still observe the fundamental law of the land?"

Public Service • The answer was soon forthcoming. In mid-January, Chairman Doerfer proposed to the three networks that they set aside, on a rotating basis, one-half hour of prime time each weekday evening for public service programming.

The networks agreed to the plan:

Get tough policy • Citations of misrepresentation in tv advertising and payola in radio-tv are flowing from FTC these days. Chairman Earl W. Kintner also has ordered stepped-up radio-tv monitoring, both when at home and when on-the-job.

NSI because:



MORE ADEQUATE station audience facts . . . needed by buyers and sellers of radio and tv time . . . and pioneered by Nielsen Station Index:

- Station Totals as well as Central-Area ratings
- Listeners per home in terms of men, women, teens and children
- Season-to-season measurements of each market from two to 12 times a year
- Cumulative audience and frequency
- Compatibility between local and National Nielsens

MORE ACCURATE station audience facts . . . needed by buyers and sellers of radio and tv time . . . and again pioneered by Nielsen Station Index:

- High-quality sampling
- Nielsen-designed meter-based techniques
- Checks and controls at every step of data processing and report production
- Putting "product quality" first

UNEQUALED EXPERIENCE AND FACILITIES. The men responsible for NSI service are seasoned radio and tv executives with years of experience in agencies, networks, stations and with advertisers. These men are supported by the unequaled technical and human resources of the A. C. Nielsen Company. The result is NSI . . . a local audience research service of unique value to subscribers.

Write for the whole story. Ask for the NSI Kit. You will receive sample NSI Reports for radio and tv, a map detailing NSI coverage, and other helpful local audience information. You will then see why leading agencies, advertisers, and stations consider NSI a "must" for efficient time buying and selling.

Nielsen Station Index

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CBS NBC ABC KMSO TV CH 13 - MAX PWR

- KMSO-TV now reaches 51,000 Montana TV homes and is gaining new viewers all over Western Montana.

KMSO-TV

Serves MISSOULA and
All of WESTERN MONTANA
With the Best of
CBS, NBC, ABC

PERFECT TEST MARKET

- 51,000 TV Homes
- Drug Sales Index 167
- Retail Sales Index 143
- Auto Sales Index 176

PERFECT TEST STATION

- Captive Audience in 90% of the Area
- Dominates the 10% Remainder Completely
- Now the Only TV Station on the Air in Far-Western Montana
- Low Cost/1,000 HOMES

NATIONAL REPRESENTATIVES
FORJOE-TV, INC.

YOU TOO
WILL LIKE
THE WAY
WE DO
BUSINESS

JACK L. STOLL
AND ASSOCIATES

A NATIONAL ORGANIZATION FOR THE SALE OF RADIO AND TV STATIONS

Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, California
HOllywood 4-7279

They announced that effective after the November elections, they will present a full hour of high-level programming weekly during evening network option time, 52 weeks a year. Once every third week affiliates will have a half-hour period to originate informational shows on a local basis.

Following the windup of its hearing to explore its program authority, FCC approved for transmission to Congress proposed legislation amending the U.S. Code to make criminal offenses of both offering or accepting payola and of broadcasts designed to deceive. The Commission also issued proposed rule-making to cover both subjects in its own regulations and asked for comments by March 1.

Both of the bills proposed by FCC are designed to reach persons other than licensees (i.e. disc jockeys, record firms, publishing houses and distributors on payola; producers, directors and independent performers on program deceptions). The bills would impose a fine of $5,000 or one-year imprisonment or both for each violation.

The FTC • Not the least of the effects of the quiz and payola scandals has been the injection of the Federal Trade Commission into the affairs of broadcasting. This agency, for 40 years the conservative guardian of truth in advertising, within a matter of four months has become a major factor not only in broadcasting, but also in the whole advertising field.

The FTC jumped into the broadcasting picture in the fall of 1959. The leap was made by the FTC's new chairman, Earl W. Kintner.

At the NAB Fall Conference in Washington, he jolted the 300 broadcasters in attendance by telling them that if they didn't clean up the mess themselves, they were asking for more federal controls.

The sharpness of Mr. Kintner's tone might have resulted from his appearance before the Harris subcommittee the week before. He told the committee that the FTC had jurisdiction over false advertising but not over deceptive programming. One suggestion advanced (Mr. Kintner called it "far fetched") was that deceptive programming might be considered deceptive advertising since the sponsor held out the program as being truthful.

In Chicago the same month, October, Mr. Kintner warned broadcasters again. On Dec. 3 he and other commissioners met with the presidents of the radio and tv networks to press for self-regulation. At this session broadcasters learned the FTC was engaged in an intensive probe of payola.

Payola Actions • Soon after, FTC acted. Nine complaints were issued against two record makers, RCA and London, and seven distributors. Within two weeks RCA signed a consent decree. London Records admitted the practice, but contested charges of unfair trade practices.

Since then the FTC has issued 40 such complaints—mostly against record distributors in New York and Philadelphia. The names and affiliations of the disc jockeys who were the alleged recipients of payola have been furnished to the FCC.

The payola complaints, however, are only one facet of the FTC's activity. In 1956 FTC established a Tv and Radio Monitoring Unit. This group, now headed by Charles A. Sweeney, specializes in scanning tv and to a lesser degree radio. The organization initially was small —three men and a couple of stenographers. Occasionally advertising was cited. But, as the cries of fraud mounted additional personnel were assigned and more specific targets were noted for this monitoring group.

Late last fall all FTC personnel were encouraged to report commercials which seemed off-base, whether they were monitoring on government time or at home on their own. The result was a spate of complaints which hit its peak early in January when four of advertising's biggest were charged with video hanky-panky.

The four: Lever Bros., Standard Brands, Alcoa and Colgate Palmolive. They were charged with fixing commercials so their products looked better or acted better than they really were.

Media Responsibility • In recent

Conflict of interest • Rep. Emanuel Celler (D-N.Y.) starts hearing Wednesday on bills which would prevent bribery and conflict of interest among officials in government agencies. Later he plans hearings on bills dealing with multiple ownership of mass media in the same area and sports radio-tv blackout agreements.

BACKGROUND MUSIC by MAGNE-TRONICS

now being transmitted via multiplex by

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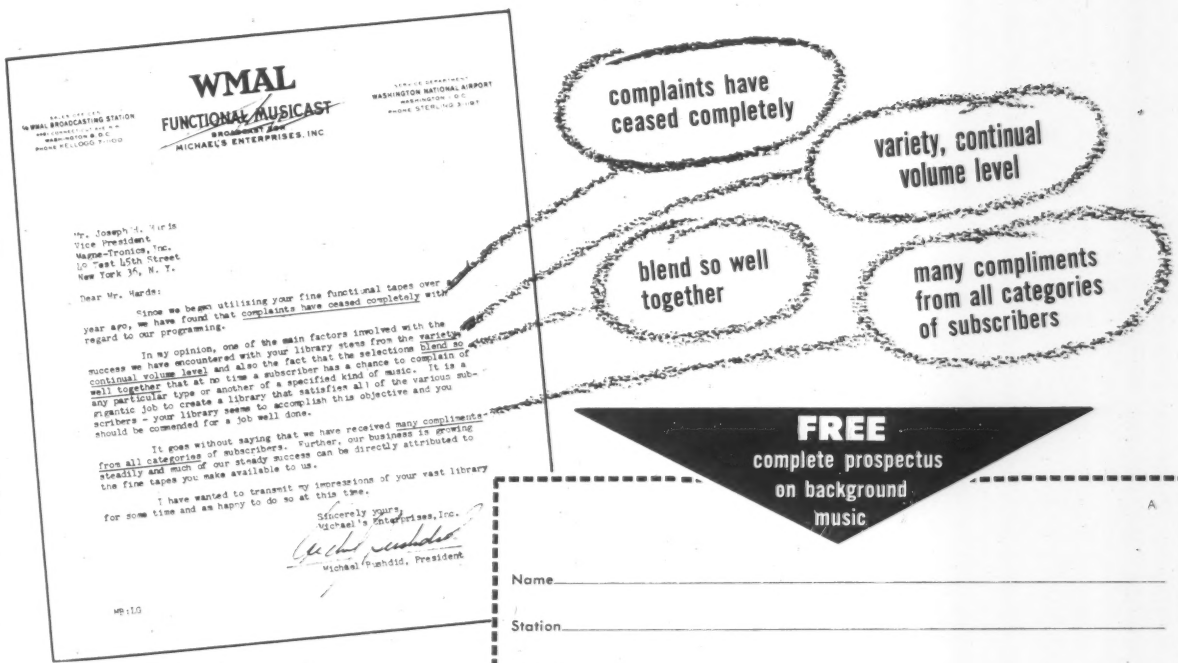
(with SCA under franchise agreements)


WMAL
FUNCTIONAL MUSICAST
MICHAEL'S ENTERPRISES, INC
Mr. Joseph H. Harris
Vice President
Magne-Tronics, Inc.
49 East 45th Street
New York 36, N. Y.
Dear Mr. Harris:
Since we began utilizing your fine functional tapes over a year ago, we have found that complaints have ceased completely with regard to our programming.
In my opinion, one of the main factors involved with the success we have encountered with your library stems from the variety, continual volume level and also the fact that the selections blend so well together that at no time a subscriber has a chance to complain of any particular type or another of a specified kind of music. It is a gigantic job to create a library that satisfies all of the various subscribers - your library seems to accomplish this objective and you should be commended for a job well done.
It goes without saying that we have received many compliments from all categories of subscribers. Further, our business is growing steadily and much of our steady success can be directly attributed to the fine tapes you make available to us.
I have wanted to transmit my impressions of your vast library for some time and am happy to do so at this time.
Sincerely yours,
Michael's Enterprises, Inc.
Michael Rumbold, President
MR:LG
complaints have ceased completely
variety, continual volume level
blend so well together
many compliments from all categories of subscribers

FREE
complete prospectus on background music

A

Name_____

Station_____

Address_____

City_____ State_____

MAGNE-TRONICS, INC.

Dept. A, 49 W. 45th St. N.Y. 36, N.Y.

Three steps to cleanliness • Moving to "purify" the atmosphere of broadcasting, FCC has conducted major hearing on its program authority, issued two-part questionnaire to all radio-tv stations on payola (practice and prevention) and said station replies will be considered in license renewals, new grants. L to r: Comrs. Frederick W. Ford, Robert E. Lee, Rosel H. Hyde, John C. Doerfer (chmn.), Robert T. Bartley, T.A.M. Craven, John S. Cross.

weeks an even more startling approach to responsibility has been implied. This is to make the medium as responsible as the advertiser and the agency for misleading advertising. The word was first broached by Chairman Kintner early this year. It was mentioned again by him in a tv interview Jan. 24. And it was reiterated by him in an exclusive interview late in January (BROADCASTING, Feb. 1). It reached its summit in Mr. Kintner's speech, Feb. 2, in New York before the Assn. of National Advertisers.

This is Mr. Kintner's position: The primary responsibility for advertising lies with the man who pays the bill. Next in line is the advertising agency, and, depending on circumstances, the account executive. At the bottom of the chain of responsibility is the medium—radio, tv, newspapers or periodicals.

Mr. Kintner feels that if the medium actually participates in the preparation of a misleading advertisement, it will be considered a party to the violation. Beyond this, Mr. Kintner feels that media have a moral responsibility to screen advertising—for claims, for deception and, above all, for taste.

The Congress • As the 86th Congress heads into the new year of the decade, many of its members may be said to have two overriding attitudes toward broadcasting: (1) a suspicion that tv and radio have overplayed their entertainment and advertising potentials at the expense of informational and cultural aspects; (2) a speculation that often amounts to hunger over the potency of the two media in bringing candidates' messages to the voters in an election year.

If Congress runs true to form, there will be little legislation affecting broadcasters that is enacted into law, though it's granted enough hue and cry on Capitol Hill can often gain the desired effect without a new law. This is already evident in the expanded activities of the FCC, FTC, NAB and its Tv Code Review Board, stations, networks and advertisers and agencies in sundry clean-up or crackdown campaigns.

Here is a rundown on activities in the first session and probable activities this session of the various Senate and House committees on matters affecting tv and radio broadcasting:

House Legislative Oversight Subcommittee • This nine-man offspring of the House Interstate & Foreign Commerce Committee, its muscles bulging with a $410,000 appropriation and a staff of more than 30 people, is attempting to cap its sensational hearing last fall into rigged tv quiz shows with an equally-headlined plunge into alleged payola practices involving broadcasters, the networks and the music recording and publishing industry (see news story this issue).

In the meantime, the House group on Feb. 7 released its interim report based on its tv quiz hearing and recommending legislation (see page 96).

Senate Interstate & Foreign Commerce Committee • Chairman Warren G. Magnuson (D-Wash.), who adopted a hands-off policy after the House Oversight Subcommittee first announced it would probe tv quiz shows, has centered his sights instead on alleged deceptions in tv and radio advertising, overcommercialization generally and the lack of public service and other cultural programming.

Deception probe • Sen. Warren G. Magnuson (D-Wash.) this Friday begins his Senate Commerce Committee conference on deceptions in radio-tv. To attend: representatives of networks, NAB, FCC, FTC, AAAA and ANA.

The committee plans to get in its licks beginning Friday (Feb. 19) when it hears spokesmen from the FCC, FTC, NAB, NAB's Tv Code Review Board, the networks, American Assn. of Advertising Agencies and Assn. of National Advertisers in an "informal, round-table conference."

Sen. Magnuson has described the NAB Tv Code as "ineffective" against deceptive and distasteful tv advertising; has charged FCC with laxity in failing to halt misleading advertising and overcommercialization; has criticized FCC for not prescribing minimum public service program standards for stations and for not using a heavier hand on networks; has hinted the FTC has not been doing as thorough a job as it should have against deceptive broadcast advertising.

Sen. Magnuson's committee last year pushed through the Senate a bill which would allocate up to $1 million to each state for education tv stations. The bill (S 12) now is in the House. The Senate group also held hearings on and reported favorably on bills to place community antenna tv systems under FCC regulation and to legalize vhf boosters. The bill to legalize boosters (S 1886), was passed by the Senate and pends before the House Communications & Transportation Subcommittee this year.

Senate Communications Subcommittee • This group, headed by Sen. John O. Pastore (D-R.I.), held a hearing earlier this month on tv allocations, of concern to the subcommittee and the parent Senate Commerce Committee for several years.

Sen. Pastore also has indicated he may act on a possible congressional study of the spectrum now that a similar subcommittee on the House side

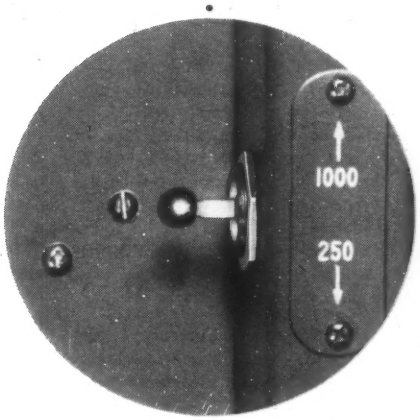
throw the switch for 250 watts nighttime

With the Gates BC-1T 1000/250 watt transmitter, you efficiently reduce power to 250 watts nighttime operation by changing the primary voltage of the plate transformer. In this manner, when operating at reduced power of 250 watts, the primary power consumption is at a minimum, and the use of plate voltage dropping resistors, which are power consuming, is eliminated. The reduced plate voltage at 250 watts power to both the modulator and power amplifier tubes results in hundreds of added tube hours and a great savings in power cost.

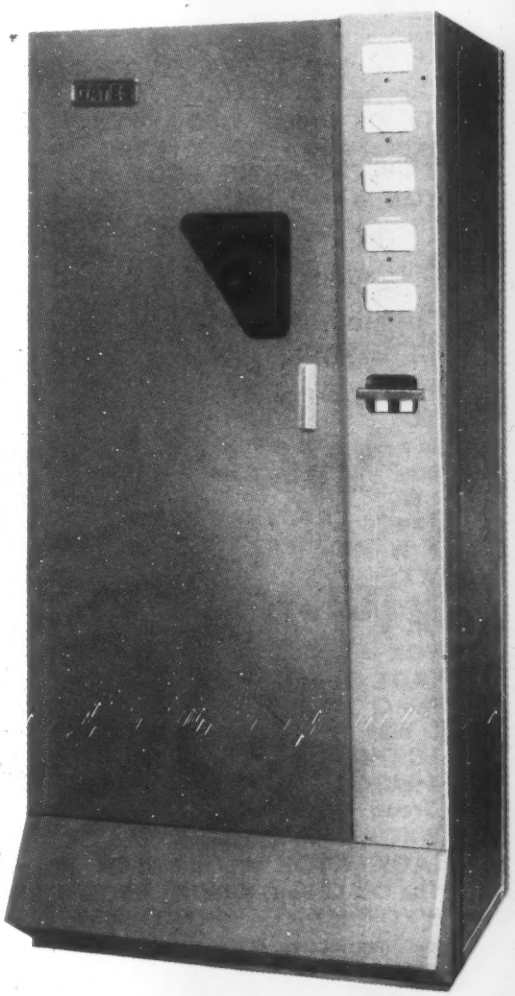
The *exclusive* Gates feature of the inbuilt dummy antenna will also be appreciated by the engineer. With two-power operation at 1000 and 250 watts, initial alignment and periodic proof of performance required at two power levels is accomplished with utmost simplicity.

In summary, the BC-1T 1000/250 watt transmitter offers you the convenience of already having a one kilowatt transmitter installed—needing only to throw the switch for a change in power. Power change may also be remote controlled.

For complete technical information on the BC-1T 1000/250 watt transmitter, write today for Engineering Bulletin No. 109-D—yours for the asking.



GATES AM BROADCAST TRANSMITTER FOR 1000/250 WATTS



GATES RADIO COMPANY

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In Canada: CANADIAN MARCONI COMPANY

HARRIS INTERTYPE CORPORATION

has dropped such plans for the present.

The Pastore subcommittee last year initiated successful efforts to amend Sec. 315 on the Senate side and, after similar work by the House Commerce Committee, it was enacted into law. The communications group also shepherded several bills through the Senate, most of which would streamline FCC procedures, plus one that would prohibit FCC members from receiving honorariums. The House communications group has announced no plans for action on these.

The Senate Communications Subcommittee also held hearings during the congressional recess on community antenna tv systems, vhf boosters and tv broadcast stations in the same areas, mostly in western states.

House Communications & Power Subcommittee • This unit headed by Rep. Oren Harris (D-Ark.) plans to hold sessions soon to hear testimony on two House bills which would prohibit improper influence on federal agencies, set up ethical standards for the agencies and prohibit *ex parte* presentations to them.

The group also is to hold a hearing on S 12 passed by the Senate to grant $52 million in federal subsidies to educational tv stations, but Chairman Harris has indicated that tours to various parts of the country to study etv are not yet complete.

No dates have been set nor plans announced for hearings on a large number of other House bills on various aspects of broadcasting and the FCC, nor on several bills passed by the Senate and pending before the House unit, one of which calls for legislation of vhf boosters. Rep. Harris also has indicated the subcommittee will not follow through on its plans, announced last year, to conduct a study of the spectrum. Rep. Harris said money appropriated for the study will be used by his Oversight Subcommittee because differences between government and non-government users of the spectrum have brought the proposed study to an impasse.

House Interstate & Foreign Commerce Committee • This committee, also headed by Rep. Harris, apparently is going to refer all or most matters involving broadcasting to its two subcommittees (see foregoing) which Rep. Harris heads.

The committee last year held a hearing on the Sec. 315 amendment and helped secure House approval of the legislation. Chairman Harris also held several private sessions with FCC which resulted in the FCC's decision not to try to force "illegal" vhf boosters off the air.

House Antitrust Subcommittee • Chairman Emanuel Celler (D-N.Y.) plans to hold a hearing in late March or April on a bill he introduced this session which would amend the Clayton Act to prohibit common ownership of a newspaper or magazine together with a "substantial" portion of tv or radio stations in "any section of the country."

The antitrust group also has scheduled a hearing Wednesday (Feb. 17) on measures to prevent bribery and conflict of interest among officials in government agencies or departments.

The antitrusters held three days of hearings last September on six bills which would exempt professional sports from the antitrust laws, with emphasis on the radio-tv provisions of the legislation. Rep. Celler indicated additional sessions would be held, but these have not been announced.

Senate Antimonopoly Subcommittee • No plans this year for hearing legislation affecting tv and radio have been announced by this group, but Chairman Estes Kefauver (D-Tenn.) has said he will introduce a bill to impose a 75-mile tv blackout for professional football games in areas where college games are being played.

The Senate unit last year held hearings on sports legislation and reported favorably on a bill that would place professional sports (except baseball) under antitrust laws.

There also was talk last year that the group would probe into professional boxing, with emphasis on tv rights (CLOSED CIRCUIT, Nov. 2).

Senate Administrative Practices & Procedures Subcommittee • Headed by Sen. John Carroll (D-Colo.), this three-man group held hearings during the first session on bills to curb *ex parte* presentations to federal agencies. The bills have not been reported and no additional hearings have been announced.

Special (Morse) Subcommittee of Senate Foreign Relations Committee • This group, headed by Sen. Wayne Morse (D-Ore.), held a hearing Jan. 25 on the 1950 North American Regional Broadcasting Agreement and the 1957 U.S.-Mexico treaty on use of broadcast frequencies. The parent group approved them and they now go to the floor for ratification, probably this week.

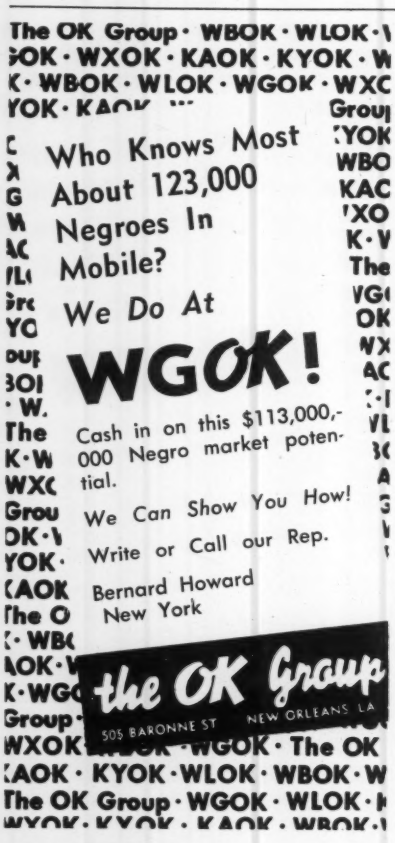
Senate Commerce Committee's "Watchdog" Subcommittee • This group, headed by Sen. Ralph Yarborough (D-Tex.), was formed by Sen. Magnuson last year following the Sec. 315 amendment. Sen. Magnuson said one of its duties will be to keep watch on possible broadcaster abuse of the discretion to present political candidates on certain types of news shows. No plans have been announced, though more may be heard as the election campaigns begin to wax hot later in the year.

House Independent Offices Appropriations Subcommittee • Headed by Rep. Albert Thomas (D-Tex.), this group will hear FCC and FTC budget requests for more funds in fiscal 1961—$13.5 million total for FCC and $7.6 million for the FTC.

The FCC is asking an increase of $2.95 million over fiscal 1960—which includes $2.25 million for a special two-year study of uhf and $160,000 for an increased workload in broadcast activities. The FCC wants manpower increased by 62 people for a total of 1,427 employes.

The FTC is asking an increase of $800,000 with $160,000 of the new amount for increased surveillance of tv and radio advertising. The FTC budget earmarks a total $1.94 million for "investigation and litigation" of deceptive practices. Rep. Thomas' group traditionally receives testimony by the agencies in closed session.

Senate Independent Offices & Appropriations Subcommittee • This unit, headed by Sen. Magnuson, who has jurisdiction over FCC and FTC as chairman of the Senate Commerce Committee, will hear the FCC and FTC in open sessions after the appropriations bill is acted upon by the House.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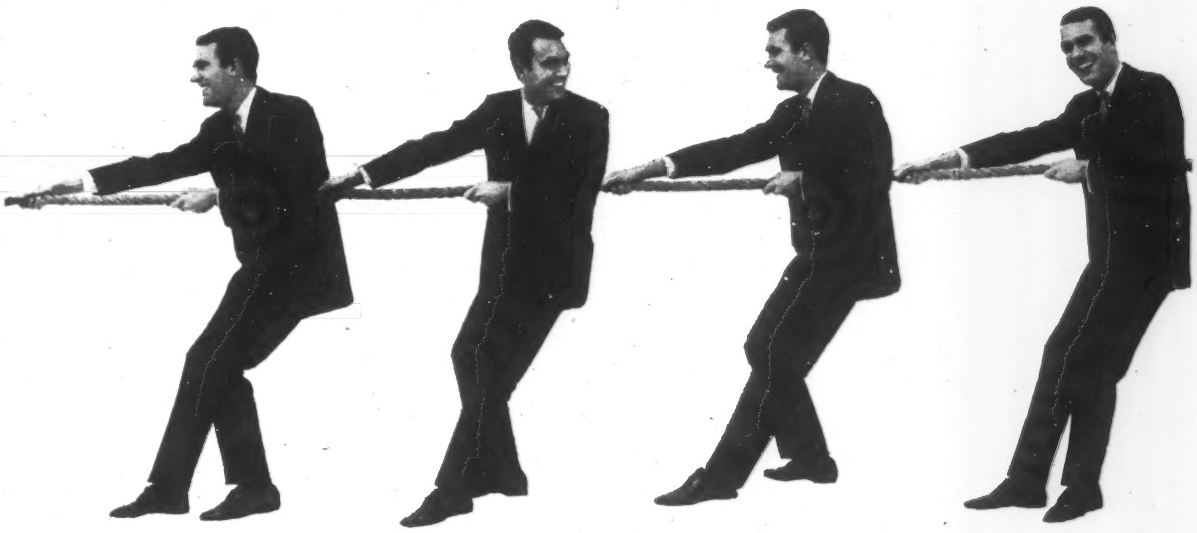

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SPECIAL SERVICES

THE CASE FOR SELF REGULATION

In face of persistent attacks threatening government regulation, radio-tv leaders aggressively seek ways for broadcasting industry to solve its own problems

The broadcast industry — beset all around by many who think they know its ailments and by almost as many who think they know the cures—has its own ideas about what ought to be done, and is striving mightily to make them heard above the din.

With the taste of the tv quizzes, payola allegations and claims of deceptive and nauseous advertising bitter in their mouths, broadcasters and those who use tv and radio as advertising vehicles have brought their best brains to bear on the problem of fulfilling public interest obligations while continuing to make a profit.

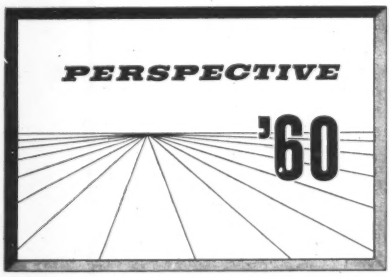
Arriving at the answers to the problems of imposing stricter self regulation is made no easier for a nervous industry under the eyes of a Congress in high and often pious indignation, two federal agencies egged on by Congress and the White House, trigger-happy competing media on a field day of potshooting and a band of idealists whose ideas are largely remote from reality.

Against this climate, broadcasters, the networks, agencies and advertisers and their trade organizations all are moving forward—and some were moving long before the tv quiz scandals broke—toward self-disciplinary measures they hope will remove the threat of more government regulation of broadcast advertising and, far worse, programming.

Loose Screws • Progress is being made. The networks, from whose programs arose the quiz mess, have devised and are implementing new policies and practices they think will obviate the need for the government to step in. Stations and their trade associations have set about tightening up some screws that were loose. Agencies and advertisers, heretofore somewhat aloof from the growing government threats, have begun stirring.

Both CBS-TV and NBC-TV, each in its own way, have handed down new operational policies designed to plug loopholes in programming and advertising. Both have explained their plans and hopes to the FCC, the FTC and Capitol Hill, as well as their convictions that the government should let the industry run itself. Both also have moved to accept and acknowledge program responsibility. ABC-TV is standing pat on its record, which up to now has been clean, but has put in appearances before the Washington groups.

NAB, as its latest move, has retreated from its 12-year-old position that stations should enjoy an untouchable status from the FCC in regard to programming and has proposed a new programming doctrine based on public responsibility and a new kind of report to



the FCC. NAB's Tv Code Review Board has overhauled the Tv Code and the radio standards have been improved. A big drive is on for increased Tv Code subscribership and commercial and program monitoring is being expanded considerably.

The advertising agencies, some smarting under FTC actions and all watching Congress, are becoming more Washington-conscious, a state of affairs that their broadcaster associates have not fully begun to appreciate. Their trade organization has acted to assure more compliance with its "Copy Code." And while agencies have indicated some willingness to hear the case for leaving programming up to the networks and broadcasters, some have reacted with varying sensitivity toward such proposals. Their concern: the advertiser client. The advertiser's concern: identity with the program; choice of program as advertising vehicle, and an expected climate for his product based on the type of program. There was an implication that many advertisers would move to another medium rather than loose their hold.

Sponsor Identification • Assn. of National Advertisers has made the foregoing advertiser viewpoint abundantly clear in a statement to the FCC last month, taking the position that the nature of broadcasting is such that a sponsor must be identified with his program. But ANA took a more positive view of broadcast advertising itself at a Feb. 2 meeting, adopting plans to improve advertising and the climate surrounding it.

Television Bureau of Advertising, whose function is that of a salesman for the tv medium, has issued a statement warning that "cure-all" plans for tv could lead toward "thought control" and opining that regulation and censorship could run both advertising and the economy aground.

Image Builders • Radio Advertising Bureau has announced its plans to inaugurate a radio image-building campaign, both to meet the present crisis facing radio and to benefit the medium on a long-range basis. RAB sees danger in continuing negative images, doesn't think present radio advertisers have been influenced by the publicity, but feels potential advertisers may have shied away from radio.

Stations Representatives Assn. feels that local station programs, particularly tv, will receive more critical attention in the future. SRA sees changes in the attitudes of consumers, both as to products being advertised and programs.

Television Information Office, formed last year to improve television's image, went to work after the tv quiz scandals by underwriting a nationwide survey which indicated the public had not lost faith in tv as a result of the scandals.

Specifically, here is what the foregoing groups are doing to meet the crises.

Networks: how CBS, NBC tighten reins

The time since the quiz-payola scandals late in 1959 has been one for soul searching and house cleaning for the tv networks.

The results, to the networks, have been far-reaching; to many network critics, they have yet to change substantially what is on the air.

If in some respects the changes seem superficial, it is perhaps because the networks themselves find so little wrong, while the pressures of governmental, press and other criticism have suggested wrongs that require drastic remedies. This perplexity among the networks was made most clear when Dr. Frank Stanton of CBS told the FCC last last month (in opposing governmental regulation of programming):

"I must in all candor tell you that I

STRAIGHT TALK to BROADCAST ENGINEERS

A phasor designed with easily adjusted networks and conservatively rated components contributes greatly to the stability of a directional antenna array

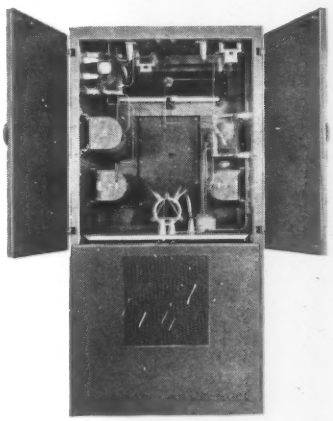
By FRED DAMM
Collins Radio Company

The successful tune-up of a directional antenna array depends to a great extent upon how well the phasing equipment meets the requirements of the array. No two directional arrays are identical in all respects. Consequently, your phasing equipment must be designed and built for your specific directional array if it is to be successfully tuned up in a reasonable amount of time. The circuitry of Collins phasing equipment is designed to give sufficient latitude of adjustment to include all conceivable variations in tower base and mutual impedances, transmission lines and other variations encountered in the normal tune-up of an array.

Precise information on parameters, physical layout and over-all requirements of your directional array and transmitting plant must be obtained before your phasing equipment is designed and built. Your consultant's approval concerning circuitry, components and design is obtained before construction of the equipment begins.

Other factors are important, too, in the design and manufacture of Collins antenna phasing equipment. Only components with generous overload factors are used. Where the rating of a component, such as a capacitor, is questionable because of unknown factors which could result in higher currents or voltages than the design anticipates, the component is duplicated or its rating is increased.

Complete compliance with the requirements of your directional array, the close consideration of your consultant and chief engineer, adjustment latitude, components with generous ratings — all are necessary factors in the design and manufacture of Collins directional antenna phasing equipment.



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The underdog • Least seriously criticized has been Leonard Goldenson's ABC-TV, which had no big money quiz shows when scandals broke.

Policy architect • Dr. Frank Stanton, CBS Inc. president, said everything on network would be "what it purports to be."

Opposite view • While CBS-TV banned quiz shows, Robert Sarnoff and NBC-TV said they were legitimate entertainment if "rigproof."

am not comfortable when I see where I have been driven. Surely, since it is the airwaves which are being used, since the impact of television is so large, since its promise is still not yet fulfilled, the government ought to be able to do somethng about it. . . . I wish there were some way out of this dilemma. But I have been able to find none."

Changes Made • Which is not to say that the networks have not made changes. They have, each in varying degrees.

• The big-money quiz shows, whose transgressions started it all, have disappeared from the air. CBS-TV banned them altogether, taking the position that the temptations are too great to be overcome by even the most careful surveillance. NBC-TV, although dropping the offenders, left the door open to "rigproof" quizzes. ABC-TV had no big-money quizzes in the first place, so has not had that problem.

• Both CBS-TV and NBC-TV have established internal "standards and practices" units to study network operations, recommend improvements and safeguard and enforce their administration. Both networks have issued memoranda putting into effect some preliminary prohibitions and defining new policies.

• Acting on a suggestion by FCC Chairman John Doerfer, all three tv networks have entered into an agreement guaranteeing a minimum of public service programming in prime time and opening certain prime time periods for local public service programming by affiliates.

• The networks have established liaison with affiliates for showing the latter program product prior to airing and conceivably increasing their opportunity to reject programs they find unsuitable for local audiences. This move tends to share with affiliates more of the burden of responsibility for the overall schedule, another subject that has led to some criticism in the past.

• And, perhaps most important, the networks' executive chieftains have spent much time just thinking about what the network's role should be, and how best to achieve it. Even those who had been content with the networks' track record in the past agree that this high-level concern about basics will accelerate future progress of the medium.

Area of Unanimity • Although the scandals necessitated a certain area of unaminity among the networks in agreeing that "something must be done," the three have remained some distance apart in their approaches to the problem. Their individual philosophies seem to suggest these categories:

For CBS-TV, the tacit admission that many imperfections existed in network practices prior to the scandals, the determination to root all of them out, and the position that all aspects of both programming and sales philosophy must be re-examined and changed if necessary.

For NBC-TV, the "practical approach," admitting that while there may have been certain areas of looseness in network operations, they were not basically unsound and could be remedied by tightened supervision. As NBC Chairman Robert Sarnoff put it: "We must challenge the hysteria which

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has painted quiz show rigging as typical of the whole character of television."

For ABC-TV, the conviction that its present programming philosophies are in tune with its obligation to the mass audience, and that its emergence as a third network will increase both competition and the search for new program forms. Of the three networks, it has been touched the least by the scandals, first because it did not share blame for rigged quiz programming and perhaps because it still enjoys "underdog" status.

CBS-TV Most Dramatic • Among the three tv networks, CBS-TV's actions since the crisis have been the most dramatic and have attracted most public mention—and, sometimes, criticism. Dr. Frank Stanton, president of CBS Inc., has been both the principal spokesman and, to all appearances, the princial architect of these policies.

For Dr. Stanton the role is not unusual, although it undoubtedly was amplified by the coincidental departure of former CBS-TV President Louis G. Cowan and the subsequent appointment of James T. Aubrey Jr. to that post.

Dr. Stanton made the first major gambit for CBS-TV in a speech in New Orleans last Oct. 16—even before Charles Van Doren purged himself before a Congressional committee in Washington. CBS-TV, Dr. Stanton said, would ban big-money qiuzzes and exercise increased control over all programming, even over shows produced by independent production companies. Later, he enunciated his now-established requirement that everything on CBS-TV would have to be "what it purports to be."

CBS-TV's ultimate stand in regard to canned laughter and applause was somewhat less severe than at first reported.

Joseph H. Ream was named to head CBS-TV's internal practices unit.

The Changes • To date, the following innovations have been instituted by CBS-TV:

1. Announcements must be made regarding any elements of contest or game shows which require prior rehearsal, or of any interview or discussion programs which similarly contain rehearsed elements.

2. Any pre-recording of program material must be announced as such.

3. Artificial laughter and applause must be announced as such, and must be subject to limitations of "good taste and moderation."

4. Free plugs have been prohibited. No product can be mentioned or used on a program unless "reasonable and natural" to the program. Prizes may not be identified by brand name, and will be paid for by the producer and

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charged to the program budget.

5. CBS officers and employes are forbidden from either accepting or giving "anything of value" in connection with network or program operations.

6. The network will, insofar as practical, witness all demonstrations used in commercials or require affidavits attesting to the demonstration.

7. For serious dramatic shows, CBS-TV established itself as final arbiter of what would be treated and how it would be treated.

This strikes to the heart of one of tv's most controversial problems: It has been standard practice for an advertiser or his agency to dictate changes in a plot, or scrap it altogether, because of possible controversy or just plain difference of opinion. Under the new policy, (a) the advertiser may participate in creative activities and if his suggestion is constructive it will be accepted, (b) the advertiser may object to a program, or an element thereof, if he believes it will be detrimental to his product or good will, (c) if the objection is well-grounded, the network will make corrections if it does not impair the program, but if this is not possible the original production will be telecast without obligation to the advertiser, and (d) if there are no grounds for the objection, CBS-TV will telecast the show and hold the advertiser to his commitment.

CBS-TV also has commissioned a nationwide public opinion study in an attempt to determine what the public wants from television. It is now in preliminary stages, and results are not expected before early summer.

In general the attitude of CBS-TV and Dr. Stanton seems to be that the scandals and investigations could turn out to be blessings in disguise. That is, they could provide the impetus for widespread improvement of certain things about which the broadcaster himself has been dissatisfied, but until now has not felt he could buck on his own. If they can be turned to an advantage, CBS-TV is determined to do so.

NBC-TV Differs Some • The "practical approach" of NBC-TV in its efforts at self-correction has been most apparent when one of its actions dealt with a subject treated earlier by CBS-TV. Particularly in the two most-publicized instances—those relating to quiz shows themselves and to canned laughter or applause—NBC-TV has taken positions diametrically opposed to its rival.

Whereas CBS-TV banned quizzes categorically, NBC-TV defended them as a legitimate entertainment concept requiring only rigid supervision to assure honesty. It has said it will accept "rigproof" quizzes should they appear on the scene.

And whereas CBS-TV held that canned laughter and applause must be identified as such when used in a program, NBC-TV defended their legitimacy as show business devices, requiring no announcement and stipulating only that they be done well if at all.

NBC-TV, too, set up a standards and practices unit. It operates under James A. Stabile, an attorney who was vice president and director of talent and program contract administration for the network before taking over the standards job. He has two principal lieutenants: Ernest Lee Jahncke Jr., director of standards, and John A. Cimperman, director of practices. Edward G. Smith was named west coast administrator for the department.

To date NBC-TV has issued these principal directives:

1. It forbade "kickbacks." This is the policy of paying performers scale on low-budget programs to meet union requirements, then accepting rebates from them. The incident came to light after the Clara Ward singers had complained they had to make kickbacks for appearances on the *Today* program.

2. It forbade payola.

3. It assumed as a network function the obtaining of prize merchandise for NBC-TV programs.

4. The network reaffirmed news policies, saying they were already in existence in fact but were being codified to avoid any dispute. In general these regarded such things as honesty, accuracy, objectivity and identification of opinion when merited and qualified.

5. The network advised program producers, within the network and in outside companies supplying NBC-TV programs, to exercise extreme discretion in regard to violence and other aspects of children's programs, referring them to the NAB code requirements governing such programming.

Kintner's Blueprint • In general the network has relied on a definition of principle first laid down by President Robert E. Kintner in addressing network affiliates last fall. It had five points: (a) not to abdicate any program format, but to root out deceptive practices which might exist within them, (b) to continue to buy program product from all sources while programming a substantial part at NBC-TV itself, (c) to take complete responsibility for what goes on the air, (d) to push color television, and (e) to tell NBC-TV's story honestly and fully.

NBC-TV is sincerely convinced that the network generally has not been at fault, except for being "had" by producers of the rigged quiz shows. Like CBS-TV, it laid its program achievements in the area of public service and general entertainment on the line before Washington investigators without feel-

RCA "Traveling Wave" Antenna

ANOTHER WAY RCA SERVES BROADCASTERS THROUGH ELECTRONICS

Combines Improved Electrical Characteristics with Mechanical Simplicity and Economy... for High Power TV Applications

Here is a VHF high-band antenna that has inherently low VSWR and produces smoother patterns. The design, based on slot radiators, results in improved circularity. This new antenna is strongly resistant to high winds and offers better weather protection.

INHERENTLY LOW VSWR

The traveling wave nature of the feed results in a low VSWR along the antenna. This characteristic gives the antenna an inherently good input VSWR without compensating or matching devices. The input has been broad-banded to provide a smooth transition from the transmission line to the antenna.

EXCELLENT VERTICAL PATTERN

The null-less vertical pattern is extremely smooth. This provides uniform illumination of the desired service areas. Gains from 9 to 18 can be obtained.

IMPROVED CIRCULARITY

The individual patterns produced by slot radiators when added in phase quadrature result in an overall pattern with improved circularity. This design combines radiating elements, feed system and antenna structure in one unit, giving excellent horizontal circularity.

LOW WIND RESISTANCE

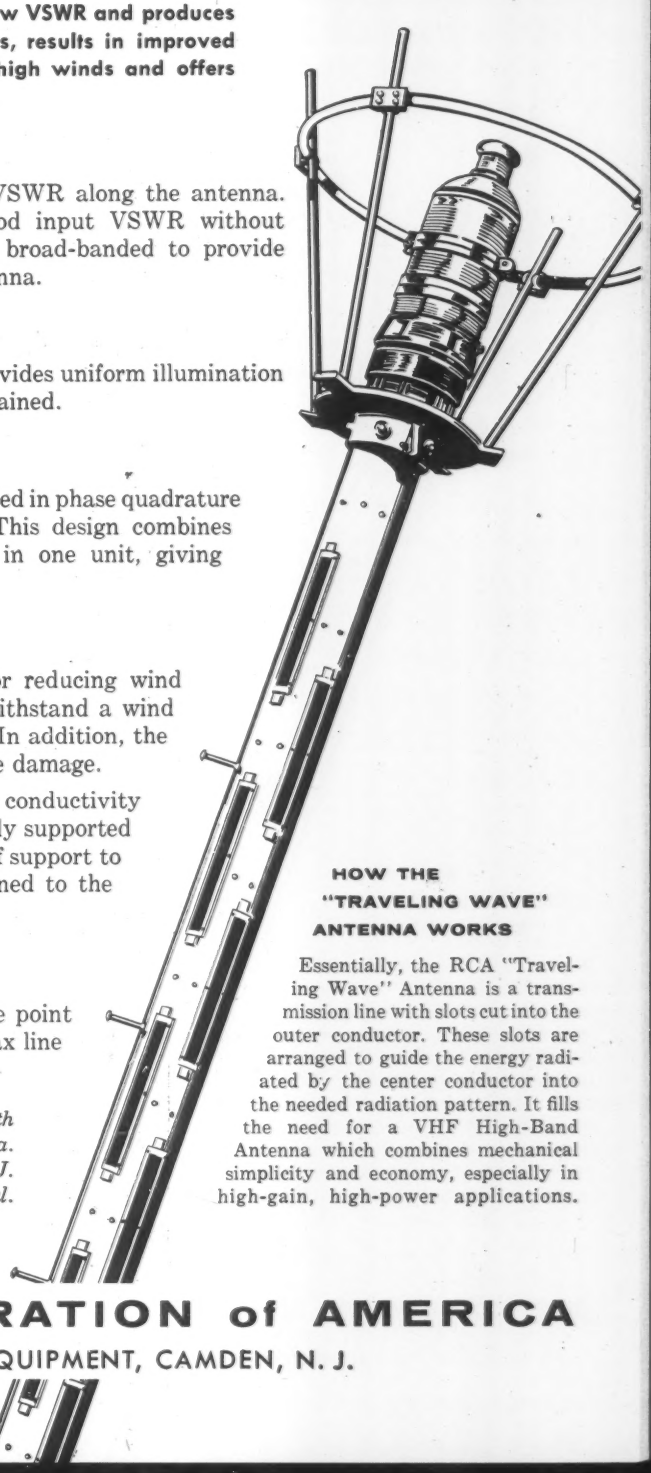
The smooth cylindrical shape of the antenna is ideal for reducing wind load and has high structural strength. It is designed to withstand a wind pressure of 50 psf on flats, or 33⅓ on cylindrical surfaces. In addition, the absence of protruding elements minimizes the danger of ice damage.

The steel outer conductor is hot-dip galvanized for better conductivity and protection. The inner conductor of the antenna is rigidly supported at the bottom end without relying on any insulator type of support to carry the dead weight. Polyethylene slot covers are fastened to the pole over every slot for better weather protection.

SIMPLIFIED FEED SYSTEM

The feed system is completely self-contained with only one point of connection. Simplified feed system consists of a large coax line and coupling probes.

Your RCA Broadcast Representative will gladly help with TV antenna planning. See him for details on this new antenna. Or write to RCA, Dept. DC-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.



HOW THE "TRAVELING WAVE" ANTENNA WORKS

Essentially, the RCA "Traveling Wave" Antenna is a transmission line with slots cut into the outer conductor. These slots are arranged to guide the energy radiated by the center conductor into the needed radiation pattern. It fills the need for a VHF High-Band Antenna which combines mechanical simplicity and economy, especially in high-gain, high-power applications.

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Cash in on this $61,000,000 Negro market potential.
We Can Show You How!
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While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area . . . a circumstance that *must* be reflected in audience response to advertising carried.
* Five full ½ hours of local public service programming each week.
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ing the need to apologize.

Unlike the other two networks, ABC-TV has not felt the need to establish new standards units or to issue extensive new policies to correct prior programming practices. Its principal embarrassment came in regard to payola charges against the Dick Clark program, and aside from requiring Mr. Clark to divest himself of certain recording interests ABC-TV has not been involved publicly to a large measure.

Admittedly, as a still-growing third network, ABC has not mustered the extensive public service record the other two have compiled. ABC-TV has been the leading exponent of many of the program forms that have been most criticized—westerns, private eye and other adventure programming—yet it has been the other two networks (who adopted these programming forms in order to compete with ABC-TV's unquestioned success with them) who have borne the brunt of official disquiet about them.

ABC-TV has increased its public service programming in recent months, and indicates still further plans to progress in that area as circumstances and resources permit. It has left to its existing continuity acceptance department the job of policing both program and commercial material.

NAB, Code Board: altered attitude on controls

NAB's Jan. 26 action modifying its position on its 12-year-old stand holding the FCC should keep out of programming is the latest important move taken by organized broadcasting as a result of the tv quiz disclosures last fall.

President Harold E. Fellows, testifying at FCC's hearing, announced NAB's retreat from its "hands off" programming enunciation in 1947 and proposed a new "test of public responsibility" doctrine for FCC in evaluating a station's service—past, present or proposed. He also suggested for license renewal a basic memorandum by the station instead of the present program percentage statistical form required by the FCC.

The new FCC position was the result of a special meeting of the NAB's Joint Board Dec. 4 at which Mr. Fellows was instructed to name a task force of six directors and six NAB staffers to prepare NAB's presentation to the FCC. The board issued a statement deploring unethical practices by a few in the industry who have brought shame on all and pledged cooperation with the FCC and FTC so broadcasting's contributions to the public "can be properly evaluated."

Tv Code Overhaul • NAB's most extensive overhauling was made in connection with its Tv Code, administered by the Tv Code Review Board, and the Good Standards of Practice for Radio Broadcasters.

The number of station subscribers to the Tv Code now is 378, a record high. There also is a sharp increase in subscribers to the radio standards, to 1,190 stations on Jan. 20. The NAB Radio Board has given informal approval to a proposal that non-members be allowed to subscribe to the standards and formal action is set for the board's meeting in March.

New Tv Code provisions against rigged quiz programs, payola and other deceptive practices have been approved.

Strategic retreat • Harold Fellows, NAB president, backed down from group's 12-year-old policy of FCC keeping its hands off programming.

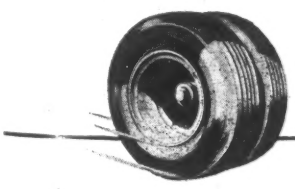
The Code Review Board plans this year to step up qualitative monitoring of programs and quantitative and qualitative monitoring of commercials.

More Money • This and other expanded activities call for an increased budget, which is being prepared. Meanwhile, a Code Review Board subcommittee was named last year on "personal products" advertising to develop increased liaison with advertising agencies and their trade organizations, producers of filmed commercials and the FTC. The Review Board acted late last month to revise commercials on Ban deodorant (BROADCASTING, Feb. 1).

The Review Board last year established a Los Angeles Tv Code office for liaison with the Hollywood syndicated film industry and is studying proposals for similar extended liaison activity in New York, with special emphasis on

Housewife who KNOWS she uses trucks...

Every housewife sees big trucks unloading supplies from everywhere at her favorite shopping center . . . truckline names telling of far-off places contributing to her family's good living. She sees gasoline trucks, moving vans, dairy trucks, utility trucks—yes, and auto haulaway trucks delivering that dream car of hers . . . Use trucks? They're Mrs. America's supply line, and she knows she couldn't get along without 'em.



AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

ATA

film commercials. The Code Board staff will seek to include language in both agency and advertiser contracts for tv commercials which will state that the commercials were produced in compliance with the Tv Code.

The Review Board, NAB announces, "is considering every possible means of making the Seal and Code subscriptions by a station a more important factor in the public's mind, and therefore a more important asset to a station—one that it would be most unhappy to lose."

Wants Copies • The Code Board is asking the White House, FCC and FTC to supply it with all copies of complaints received from viewers so the board may act on them.

In radio, provisions against payola and other deceptive practices not previously covered have been adopted for the Standards of Good Practice for Radio Broadcasters. The NAB Radio Board is to act on a proposal requesting more personnel for enforcement of the standards, which now are applied under an honor system.

Among the agencies: disagreement on program role

It appeared inevitable even during the last year that major advertising agencies soon would be caught in the wave of criticism that was sweeping the broadcast industry.

As expressed by Frederic R. Gamble, president of the American Assn. of Advertising Agencies, last October: Although the tv quiz scandals involved program producers and directors rather than advertising, no doubt advertisers will share in some of the disgrace. Mr. Gamble called attention to a need for "ever higher standards of morality in advertising."

The AAAA promises to deal more sternly with agencies violating its copy code, promulgated in 1937. Last month the association issued a new guide for agencies, an "Interpretation of the AAAA Copy Code with Respect to Television Commercials" (BROADCASTING, Jan. 25), and a new section provides that unless an offending agency provides a satisfactory answer within 30 days, the agency may be asked to resign from the association or, if necessary, steps may be taken to annul the agency's membership.

Already there had been rumbles. NAB gave warning in August of 1959 of "objectional advertising" in personal products and served notice it would move to initiate a clean-up through its Tv Code Review Board. NAB last November also brought up the question of authenticity of tv commercials. The tv code review board, it was said, was probing charges that some tv commercials were faked.

During these months—a period in which rigging of quiz programs and reports of payola made the headlines—agencies were adopting a "wait-and-see" attitude. For the record, they spoke out in favor of the broadcast industry cleaning its own house. Agencies, they said, were not involved.

Program Control • In the meantime, aroused by phony quizzes an anti-advertising sentiment mounted. Coty Cosmetics' president, Philip Cortney, took to the public platform in support of divesting advertisers of all control or influence over programming. Former agencyman Rep. Chester Bowles (D-Conn.), in a speech before broadcast advertising executives in New York, joined the refrain that advertisers ought to stick with commercials.

But the commercials themselves were coming under direct attack. The Federal Trade Commission expanded its tv monitoring, promising a stepped-up campaign against deception in tv commercials. Then the FTC cited General Motors and Libbey-Owens-Ford Glass Co. for alleged misrepresentation in an auto windshield commercial.

From FTC came *dicta*. The governmental agency warned it would crack down on "advertising excesses that dance on the edge of the law"; broadcasters were told they ought to reject illegal advertising and screen out commercials which "exaggerate, irritate and nauseate."

The advertiser was under the gun. Renewed inquiry was being made in the offices of network brass, in publications and through public forums on these questions: Just how does the agency and its client fit into tv programming. Do they influence programming, perhaps control it, and if they do either, why are they in it?

No Voice Wanted • For the advertising agency, there is a dilemma. Most agency executives say they don't want a voice in programming. They would rather be out of it. But in some cases they would put themselves in an awkward position, perhaps jeopardizing accounts, should they suggest program dissociation to clients. Divorcement, it was implied, would mean a walkout for some advertisers, a reduction in tv use for others.

This was clear at the Assn. of National Advertisers' convention in mid-November at Hot Springs, Va. Top advertisers indicated they would have to be forced out of program selection and presentation, and if they were, it would mean a financial loss to broadcasters through price or commensurate concessions.

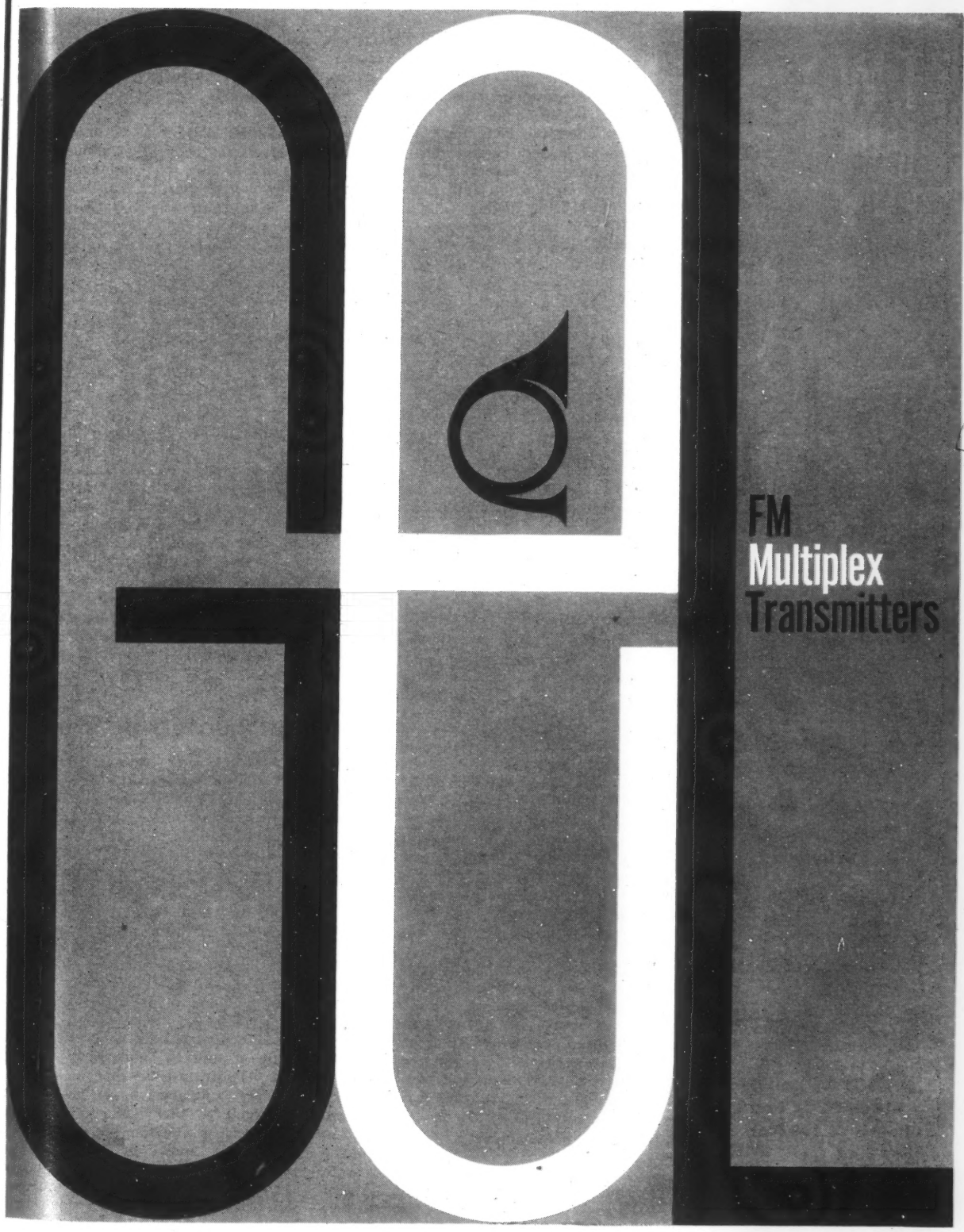
The agency voice—silent or softened up to this point—was being heard. In New York during the week of the ANA convention, McCann-Erickson's Marion Harper parried barbs thrown at tv and said it was proper for broadcasters to hold the reins. But, he warned, advertisers and their agencies must exert strong influence in viewer selection; must keep up with—and ahead of—audience tastes, and help networks provide more choices in programming.

Executives Speak • Mr. Harper's top broadcast executive at the agency, C. Terence Clyne, a week later worked over the theme before a radio-tv audience in New York. Tv advertisers ought to continue to have a strong voice in the programs sponsored, he said, and commercials in bad taste or deceptive should be dumped off the airways. Thomas D'Arcy Brophy, retired chairman of Kenyon & Eckhardt, called for a code of ethics and self-policing, while agitation continued for stronger tv codes. Sigurd Larmon of Young & Rubicam sought a meeting of minds of all three tv networks on corrective measures.

By early winter the advertising self-appraisal had sharpened. ANA members, it was reported, were reviewing commercials and several advertisers were giving closer supervision to their tv advertising.

This was the climate as 1960 brought a fresh year and fresh complaints from FTC against alleged false and misleading advertising. Deception, deceit, fraudulent and phony were the de-

Morality • Frederic R. Gamble, AAAA president, called for "ever higher standards of morality in advertising."



General Electronic Laboratories, Inc. *The foremost manufacturer of successful multiplex equipment ——— For detailed information write GEL—195 Massachusetts Avenue, Cambridge, Mass. or call Sal Fulchino—UNiversity 4-7920 ——— Nationally represented by Visual Electronics Corporation 356 W. 40 St., New York 18, N. Y.—Field offices coast to coast*

C-O-M-M-A-N-D-I-N-G
L-E-A-D-E-R-S-H-I-P
on all viewing fronts!

WREX-TV continues to dominate Rockford and Area Viewing . . .

- AT NIGHT
  45 of the Top 50 Shows . . .
- IN THE DAYTIME
  All 20 of the Top 20 Shows
- TOP WESTERNS
  7 of the Top 8 Shows
- TOP FAMILY SHOWS
  5 of the Top 5 Shows
- TOP SPORTS, SYNDICATED FILM, MOVIES, PUBLIC SERVICE.

*Source ARB Oct. 25 - Nov. 21, 1959

IN FACT . . . All Day and All Night! . . . Every Hour of the Week is "Good Time" on . . . WREX-TV

J. M. BAISCH
Vice Pres.-Gen. Mgr.

Represented By
H-R Television, Inc.

WREX-TV
channel 13

scriptive terms being used.

Fairfax Cone of Foote, Cone & Belding scolded all—advertisers, agency and the medium—for failing to screen out deceptive advertising. Early this year, FC&B joined the ranks of agencies cited by FTC for "misrepresentation" in a tv commercial. Ted Bates Co., target of several FTC complaints lodged against it and Bates' clients, fought back, taking full-page advertisements in six newspapers in three cities to ask Earl W. Kintner, FTC's chairman: "What are your rules?"

Die Cast • Rules notwithstanding, the inevitable agency involvement had occurred.

The pressure to reshape the agency's mold in tv forced from agencies a spate of ideas and statements, some cloudy and others documented. As expected because of close association, most agency tv executives took positions similar to those of network and packager officials.

The scale of this opinion has tipped to the side of continued advertiser influence in programming. It was not — and still is not — conceivable that J. Walter Thompson, McCann-Erickson, Young & Rubicam, Ted Bates or BBDO—to name the top five broadcast agencies—would countenance attempts at complete editorial control. For such control, in the minds of these agencies and their clients, could lead to the advertiser surrendering identity with a program he selected, his right to pick the show, and his advantage of advance knowledge of the climate a program's content would provide for his product.

Another Way? • There are some individuals in the field—Cunningham & Walsh's John P. Cunningham and Kenyon & Eckhardt's William B. Lewis are two examples—who look beyond the exigencies of the moment. But they indicated they were not prepared to recommend relinquishment by clients of programming control or influence—if these exist. They make the interesting point, however, that *should* the publishing concept come about, separating the advertiser from program influence, agencies will find they can live with it.

Mr. Cunningham is on record in favor of a Hoover-type commission to study tv with public interest as a principal yardstick. After determining the sponsors' role, he reasons the commission might recommend editorial control. In that event, the advertiser should be prepared to take stock of the publishing concept.

Others in the field, such as Ted Bates' Rosser Reeves and Donahue & Coe's Walter Weir, are concerned with the question of what determines either the "deceptive" or merely harmless "artifice" in tv advertising.

Advertisers: ANA plans bootstrap lift

In 1960, ANA's blueprint seems fairly clear: it will advance vigorously the viewpoint of its membership that advertisers should not be barred from participating in the selection and participation of tv programs they will sponsor; but on the other hand, the association promises to push hard to persuade members to underwrite advertising that meets "high standards of public acceptability."

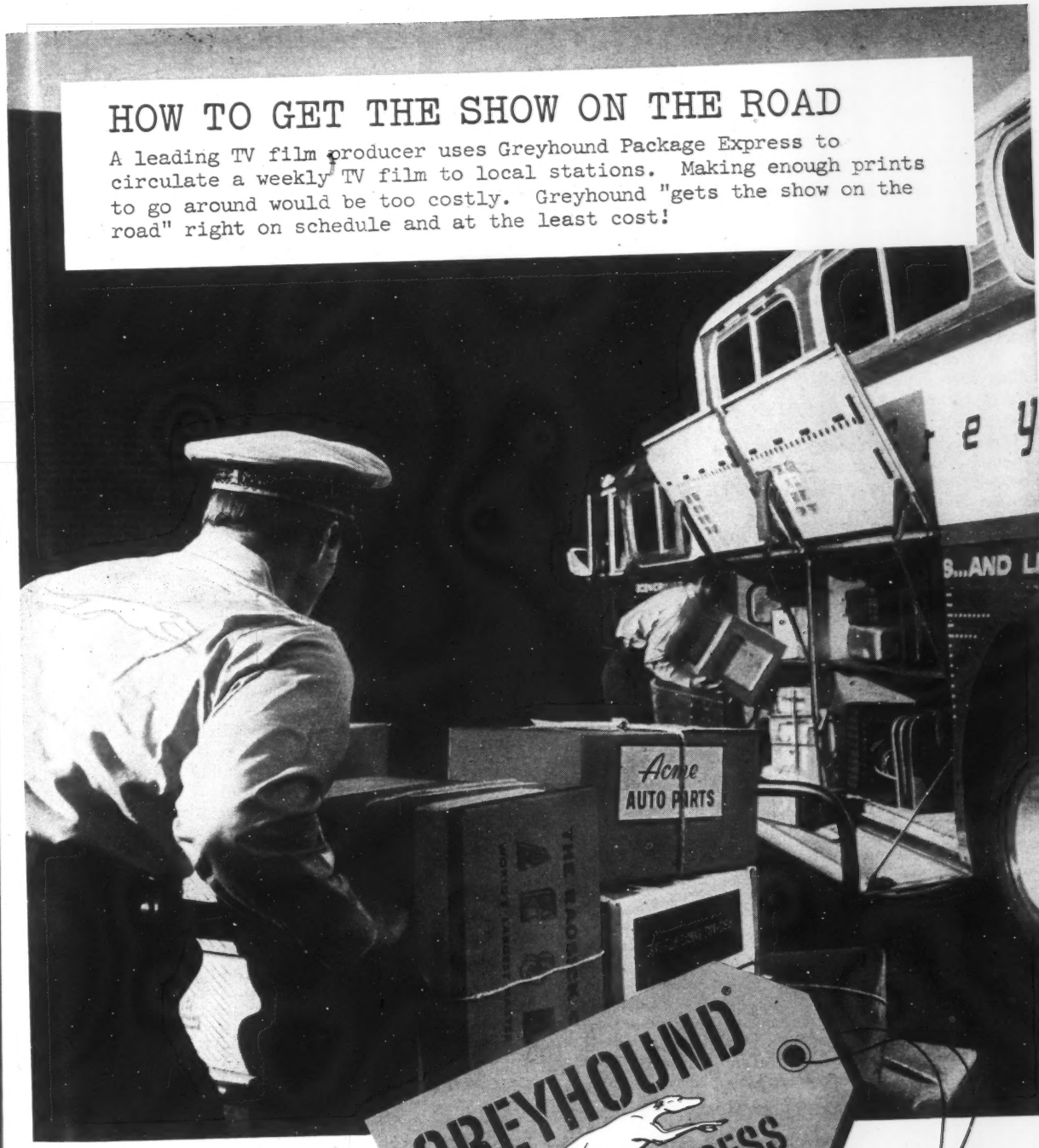
The ANA adopted on Feb. 2 a three-point program of action to (1) achieve better understanding and better working relationships between national advertisers and the FTC; (2) to establish continuing liaison machinery between national advertisers and the various organizations or individuals and entities in agency and media ranks, who have or may initiate self-regulatory procedures and (3) to establish an Advertising Advisory Council of individuals with high professional advertising attainments to serve in a consultative and advisory capacity on both broad and specific issues relating to taste and propriety in advertising. They would be empowered to take such initiative as they deem necessary or desirable in the area of taste and propriety to help assure the credibility of advertising.

Told to FCC • The ANA made a forthright statement on its position in both the programming and commercial spheres before the FCC last month (BROADCASTING, Jan. 11). Peter W. Allport, vice president of ANA, conceded, in the first instance, that advertisers do not maintain the same "censorship" right over the contents of newspapers or magazines carrying advertising of ANA members. But he asserted this is not comparable to programming participation on tv, because the sponsor, in most cases, must be closely identified with the program. With respect to advertising content, Mr. Allport insisted that most ANA member companies have "an absolute requirement" that advertising be acceptable to the public, but he acknowledged that "most" or "nearly all" is not enough. He said ANA is taking "vigorous steps" to guide its membership to the end that their advertising will fully meet high standards of public acceptability.

In late November, the FTC conveyed some thoughts on this to the ANA which promptly reported to its members. In brief, the FTC is not con-

HOW TO GET THE SHOW ON THE ROAD

A leading TV film producer uses Greyhound Package Express to circulate a weekly TV film to local stations. Making enough prints to go around would be too costly. Greyhound "gets the show on the road" right on schedule and at the least cost!



IT'S THERE IN HOURS ...AND COSTS YOU LESS!

When getting it there in a hurry means **business,** you can count on Greyhound Package Express! Your packages go anywhere Greyhound goes, by dependable Greyhound buses on their regular runs. That means you get service **seven days a week... 24 hours a day... weekends and holidays!** And you can send C.O.D., Collect, Prepaid—or open a charge account. For information, call any Greyhound bus station, or write Dept. 8B, 140 South Dearborn St., Chicago 3, Ill.

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cerned with artifice which is incidental and used to heighten effects for production purposes. On the other hand, there is theatrical artifice which represents "material deception" as to what a product is made of, does or looks like. But when further definition is made, the picture becomes fuzzy, ANA cautioning that FTC is going along "case-by-case" and that general "formulae" cannot be relied upon "indiscriminately". FTC's chief interest:

Where advertising on tv gets into competitive claims and tests or other supposed proofs of claims.

There's been admission by McCann-Erickson that it is policing the advertising it creates. The No. 2 broadcast billing agency has appointed a top executive (Frank White) to oversee this area.

One agency in the top 10 which cannot be identified has acknowledged privately it is taking a careful second look at all commercials to ensure no misrepresentation in copy or picture.

AFA: plumps for realistic self-appraisal

Delegates to ANA's second annual Washington conference Feb. 5 found to some consternation that the nearer to the seat of government, the more undiluted governmental strong medicine sometimes can be.

They heard FCC Chairman John C. Doerfer propose that the broadcaster and advertiser submit programs and commercials for preview before airing them to earn the Tv Code seal. The alternative, suggested Comr. Doerfer, might be an "inflexible rule or law" (BROADCASTING, Feb. 8).

Other highlights during the annual AFA meeting included a proposal for advertising self-regulation, advanced by James S. Fish of General Mills and AFA board chairman; a call for a realistic facing-up to the consequences to advertising brought on by quiz and payola revelations, issued by John J. Ryan, AFA counsel; a summary of broadcasting-advertising public service by Advertising Council President Theodore S. Repplier; an evaluation of advertising's role in the economy by Walter A. Edwards, Deputy Assistant Secretary of Commerce, and a report that cigarette advertisers are following the Federal Trade Commission's suggestion that they stop using advertising claims about effectiveness of filters and health benefits resulting from use of filters, made by FTC Chairman Earl W. Kintner.

Old Hand • AFA considers that it has been campaigning for truth and good taste in advertising since its first "Truth in Advertising Crusade" in 1911—opinions of some critics to the contrary.

Theoretically the crusade has never lapsed, but inevitably it is forgotten from time to time. Implementation is up to more than 130 AFA member clubs, which maintain ethics committees. In effect, much of the burden of the crusade is carried by Better Business Bureaus, an outgrowth of the 1911 offensive. Lately there have been calls for a new AFA "truth" offensive by Fairfax Cone, executive committee chairman of Foote, Cone & Belding, by Thomas D'Arcy Brophy, retired chairman of Kenyon & Eckhardt, and other key figures.

AFA counsel Morton J. Simon in testimony before the FCC voiced the federation's fear of any new ad regulation and begged everyone not to push the panic button. He also reminded Washington that the AFA was the Federal Trade Commission's "No. 1 sponsor" before it was created and has supported it ever since.

Ad Council: an underscoring of the good

The Advertising Council is minding its own business, which is to coordinate volunteer public service work by advertisers, agencies and media. At the same time, it is doing what it can to accentuate the positive at a time when the negative is making all the news.

Council President Theodore S. Repplier, at the request of his directors, told the FCC about the broadcaster-advertiser record of public service in a statement filed during the FCC hearing. He made the same presentation in person at the annual Washington conference of Advertising Federation of America Feb. 5 (BROADCASTING, Feb. 8).

Council campaigns last year came in for more than 18 billion radio and television home impressions in commercial network time periods alone, he said. Although the price tag is hard to estimate, the council figures time and talent contributed by networks and their advertisers to the 14 major council projects alone would amount to nearly $100 million. This does not take into account "the vast additional contribution of individual radio and television stations and local advertisers" to the 14 major campaigns and 65 others, including some in cooperation with the government.

"Support of the council's public service activity has become so accepted a part of broadcasting that the general public does not stop to think of the vast quantity of valuable time, work and talent contributed free by the networks, stations, sponsors, advertising agencies and performers," Mr. Repplier said. Television relays public interest appeals every day and every night, on big-audience network programs in the best time periods, offering "the kind of immediate and powerful support that gets things done—the voluntary way," the council president told the FCC.

Mr. Repplier also has been carrying the work of advertiser-media good works before organizations and meetings lately where conversation has been more taken up with vice than virtue in the business.

TIO: finds little public antipathy

Television Information Office, which came into being just before the scandals broke, registered its biggest achievement to date by underwriting a study by the Elmo Roper & Assoc. research organization dealing with the public's attitude toward tv after the scandals. Most people were found to feel that television was still doing an excellent or good job (BROADCASTING, Dec. 21, 1959).

Mr. Roper had this to say in reporting his findings to the FCC:

"It seems to me that in view of the tremendous amount of newspaper space which has been devoted to the abuses of public confidence which have been revealed, the public has taken a pretty sane position. They are properly critical of abuses, but they have not lost confidence in the medium as a whole . . ."

The position of TIO and its director, Louis Hausman, repeatedly has been that in the face of the crisis television should own up to whatever mistakes it has made and make clear that they have been corrected and will not be repeated.

To keep them informed of what people are saying about television—and what the facts are, when studies are made—TIO sends mailings to broadcasters every two or three weeks containing clippings, copies of editorials, statements, research and similar material.

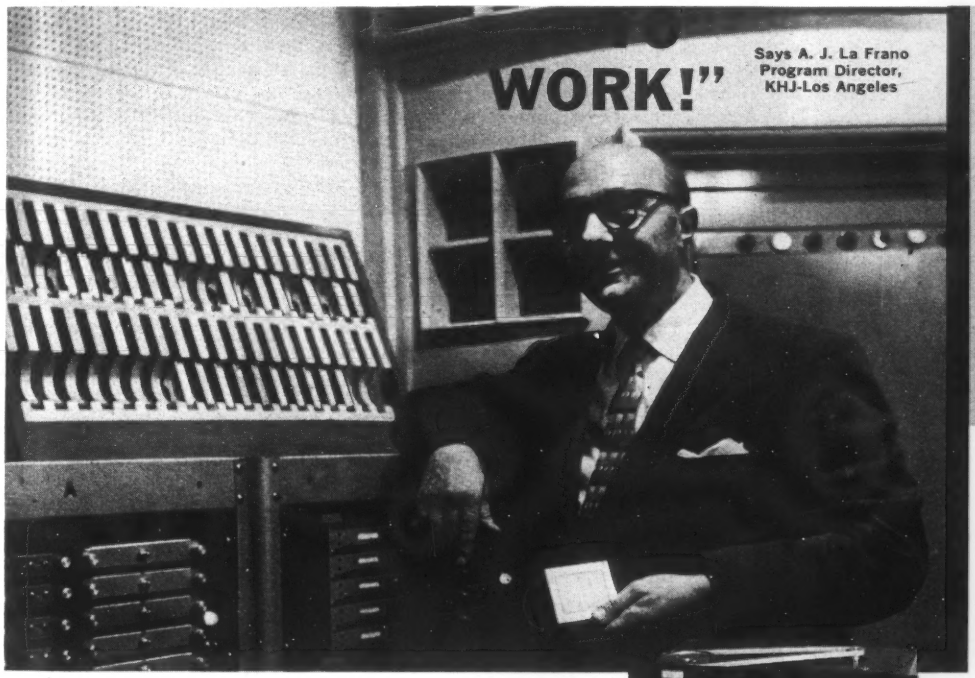
There also are special mailings, such as one going out last week consisting of a reprint of Mr. Roper's testimony before the FCC, extracts from the questions and answers, and material that had not been fully compiled when Mr. Roper testified. The latter mailing went to congressional authorities, opinion leaders, newsmen, etc., in addition to broadcasters.

Similarly, copies of a study by Dr. Paul Witty of Northwestern U., dealing with the effect of television on school children of the Chicago area, is slated to go out shortly to broadcasters.

SUCCESS OF "RADIANT RADIO KHJ", LOS ANGELES IS CREDITED IN GREAT PART TO FAST, EFFICIENT OPERATION OF MACKENZIE ELECTRONICS AUTOMATIC AUDIO FIVE-CHANNEL REPEATERS • *Frequency 930 kilocycles, Los Angeles is "Radiant Radio KHJ" • And "Radiant Radio KHJ" features a new format...a format of fast, extra-fast news, music, and information put into effect when KHJ changed over from being a key network station to completely independent operation. The change was highly successful...made so by careful pre-planning, by careful rehearsal before format change, and by the use of newly-developed instant cuing, and instant-playing, tape machines manufactured by MacKenzie Electronics, Inc. • Mr. A. J. La Frano, vice-president and program director says..."Our programming, now made up of much smaller segments than before, had to appeal to and hold our listeners. It had to be tight, bright, and fast. In the success we have had we owe a great deal to the program repeaters manufactured by MacKenzie Electronics. They prevent missed cues, fluffs, and retakes. They save us time and save us money, and have been of tremendous help in smoothing out our operation."*

"IT HAD WORK!"

Says A. J. La Frano
Program Director,
KHJ-Los Angeles



Mr. La Frano credits MacKenzie Automatic Audio Five-Channel Repeaters for success of new "Radiant Radio KHJ" format of news, music, and information . . . one of radio's smoothest, fastest moving continuous programming operations.

Model 5CPB Five-Channel Selective Program Repeater. Delivered as illustrated, mounted on a standard relay rack panel (8¾" high), complete with self contained power supply. Included with each machine are five magazines and accessories. Price $1,250 F.O.B. Los Angeles. Leasing available. Demonstration upon request.

MACKENZIE 5CPB FIVE-CHANNEL SELECTIVE PROGRAM REPEATERS CAN ASSIST YOUR PROGRAMMING, TOO... SAVE YOU WORK...SAVE YOU MONEY • *The MacKenzie Five Channel Selective Program Repeater is designed for use by Radio Broadcasting...Television...Film and Sound Recording Studios...for playing of pre-recorded...spot announcements...station breaks...jingles...music bridges and other program material requiring precision cuing, with instantaneous...stop-start operation. The 5CPB is a complete special effects programming machine, housing 5 tapes, which will increase the flexibility and efficiency of your operations, with no more missed cues...program failures ...re-takes...or fluffs. Fast, easy magazine changes provide hundreds of recordings at your fingertips. Tapes are quickly and easily prepared on standard recording equipment. Dubbing, cue-marking, loading, and splicing normally takes about five minutes. These machines save time and money.*

DO YOU NEED THESE FEATURES? • Instantaneous Cuing • Noiseless Operation • Rapid Magazine Changes (5 Seconds or Less, Each) • Easy Preparation of Tapes (5 Minutes or Less, Each) • Automatic Special Effects • Bright, Tight, Fast Operation

IF YOU DO, SEND COUPON TODAY!

Gentlemen,

☐ Please send me literature describing Model 5CPB Repeaters.

☐ I am attaching my company calling card. Please send typical "Air Check" tape of KHJ Los Angeles operation.

Name_____

Company_____

Address_____

City_____ State_____

AUTOMATED AUDIO

MACKENZIE ELECTRONICS, INC.

145 WEST HAZEL ST. / INGLEWOOD 3, CALIF. / OREGON 8-9335

A BIG TEST FOR AN UNTRIED LAW

Here's how new rules will affect political broadcasting in 1960

Next November the U.S. presidency, vice presidency, 33 seats in the U.S. Senate and all 437 seats in the House will be up for grabs. So will 27 state governors' jobs and thousands of assorted offices in state, county, municipal and local governments. Except in some southern communities, there will be at least two candidates for almost every office.

At various times between now and the final elections primaries will be held. The candidates in these will outnumber the candidates next November.

For broadcasters it used to be possible to count the headaches they could anticipate in a political year by adding up the number of candidates in primary and final elections. This year the formula is neither that simple, nor of that magnitude. Two important changes in the government's political broadcasting rules in 1959 have considerably lessened the number of problems that broadcasting will face in covering the 1960 campaign.

The Court • In June 1959 the U.S. Supreme Court eliminated the libel danger that had historically troubled broadcasters. The court decided that because broadcasters are forbidden by the political broadcasting law to censor anything a candidate says, they are therefore immune from libel actions that may follow.

The Congress • In September 1959 the Congress adopted and the President signed an amendment excluding newscasts, news interviews, news documentaries and on-the-spot coverage of news events from the equal time provisions of the political broadcasting law. This was the first relaxation of government control over political broadcasting in 32 years. It relieved broadcasters from the need to give equal news coverage to important candidates and to splinter party representatives whose chances at the polls were nil.

If the Congress had stopped there, broadcasters could plan for the 1960 campaigns under an infinitely easier set of rules than they had in the past. But the amendment also added a new phrase to Sec. 315 after stating the new exemptions.

"Nothing in the foregoing," said the amendment, "shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries and on-the-spot coverage of news events, from the obligation imposed upon them under this Act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

It is this sentence that raises new questions in the coverage of political news. So far the FCC has issued no official interpretation. FCC Chairman John C. Doerfer has said it is doubtful that an interpretation will be made until the Commission has had a chance to try some actual cases.

In a speech just last month, Mr. Doerfer said the FCC expects "some difficulties" with this subsection of the law. He said it would be difficult to ascertain what issues are of "public importance" and to assay "conflicting views." "Only a case-by-case approach

How to cover political candidates this year

Here is the text of Sec. 315, the political broadcasting section of the Communications Act, as now written. The amendment of 1959 appears in italics. The only other amendment ever adopted since the political broadcasting law was first incorporated in the Federal Radio Act of 1927 was Sec. 315 (b) which prohibited stations from charging candidates more than they would charge regular customers. That subsection was adopted in 1952.

"Sec. 315 (a) If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunity to all other such candidates for that office in the use of such broadcasting station: Provided, that such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

"Appearance by a legally qualified candidate on any—

"(1) bona fide newcast,

"(2) bona fide news interview,

"(3) bona fide documentary (if the appearance of the candidate is incidental to the presentation of the subject or subjects covered by the news documentary), or

"(4) on-the-spot coverage of bona fide news events (including but not limited to political conventions and activities incidental thereto),

shall not be deemed to be use of a broadcasting station within the meaning of this subsection. Nothing in the foregoing sentence shall be construed as relieving broadcasters, in connection with the presentation of newscasts, news interviews, news documentaries, and on-the-spot coverage of news events, from the obligation imposed upon them under this Act to operate in the public interest and to afford reasonable opportunity for the discussion of conflicting views on issues of public importance.

"(b) The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes.

"(c) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section."

Added Provisions • In addition to the amendment of Sec. 315 (in italics above), the Congress simultaneously adopted the following language as Sec. 2 of Public Law 86-274. Sec. 1 of that law was the amendment to Sec. 315 of the Communications Act. Here is the second part of the Congressional action:

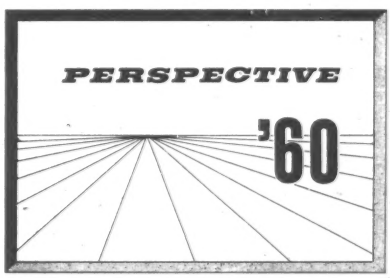
"Sec. 2. (a) The Congress declares its intention to reexamine from time to time the amendment to section 315(a) of the Communications Act of 1934 made by the first section of this Act, to ascertain whether such amendment has proved to be effective and practicable.

"(b) To assist the Congress in making its reexaminations of such amendment, the Federal Communications Commission shall include in each annual report it makes to Congress a statement setting forth (1) the information and data used by it in determining questions arising from or connected with such amendment, and (2) such recommendations as it deems necessary in the public interest."

over a period of time will develop a law which can give the broadcaster any reliable guides," the chairman said.

How It Began • Lar Daly, Chicago's perennial political candidate, caused the review of Sec. 315 when he demanded—and got through a 4-3 FCC decision—equal time from Chicago stations which had shown Mr. Daly's opponent for mayor of that city on regular newscasts. The Commission ruling that the word "use," as written in Sec. 315, meant exposure to the public on broadcast stations in any way was handed down three days short of one year ago (BROADCASTING, Feb. 23, 1959).

There followed immediate damnation of the FCC ruling, even from the President of the U.S. who described its effect as "ridiculous." Riding a wave of bipartisan demands for a reversal of the Commission, 15 bills were introduced in Congress. They varied in what they would accomplish, from simply exempting newscasts from equal time demands on the one extreme to the "Fair Political Broadcasting Law of 1959" on the other. The latter bill, introduced by Sen. Vance Hartke (D-Ind.), not only exempted all types of news shows, but also defined a qualified candidate and specified that broadcasters were not responsible for libelous statements made by candidates.



Congressional Debates • Both houses held hearings on the various measures and both sides of Congress passed their own versions of Sec. 315 amendments. A majority of broadcasters testifying said that nothing short of outright repeal would be satisfactory in the long run and that only the Hartke bill would provide sufficient protection for adequate coverage of the 1960 elections.

Major contention during congressional debate was whether news interviews, panel shows and documentaries should be exempted. The original House bill had the proviso attached that a candidate's appearance had to be "incidental" to the presentation of the news, which its advocates claimed, would have excluded such shows.

In a lengthy and often heated joint conference to settle the differences in

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FARM POPULATION	**322,300**
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GROSS FARM INCOME	**$1,213,506,000**
RETAIL SALES	**2,042,037,000***

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VICE-PRES. & TREASURER D. D. Palmer
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the two bills, the words "incidental thereto" were kicked out of the final version. (The exchange reportedly got so out of hand at one point during the secret meeting that Sen. John Pastore [D. R.I.], chairman, ordered House members to sit down and not speak until given permission to do so.)

The conference report spelled out that news interview shows such as *Face the Nation* and *Meet the Press* would be free from demands for equal time. This led Rep. John Moss (D-Calif.) to refuse to sign the report ("I buy none of it," he said) and to lead an unsuccessful fight to defeat the conference bill when it came up for final passage (it carried on a 142-70 standing vote, BROADCASTING, Sept. 7).

Watchful Eye • What of the other provisions of Public Law 86-274? In the second part of it Congress warned that it will "re-examine from time to time the amendment . . . to ascertain whether such amendment has proved to be effective and practicable." To do this, Chairman Warren Magnuson (D-Wash.) of the Senate Commerce Committee has appointed a special three-man "watchdog" subcommittee. (See box on scheduled investigations, page 94.)

The Congress also ordered the FCC to report annually on how it settles disputes arising from the new version of Sec. 315 and to make "such recommendations as it deems necessary in the public interest."

Sleeping Watchdog • To date, the Senate's watchdog subcommittee has taken no official actions nor has it received an official complaint. According to Sen. Magnuson, the subcommittee was formed to "insure freedom, fairness and impartiality in the treatment of news by media operating under government license." It is headed by Sen. Ralph Yarborough (D-Tex.) with Sens. Gale McGee (D.-Wyo) and Hugh Scott (R-Pa.) as members. As of two weeks ago, the committee still had not scheduled its first meeting of the new year.

Sen. Yarborough said his subcommittee was appointed because of ". . . a general uneasiness among many senators concerning the fairness and objectivity of news communications." Although no one as yet has successfully defined a broadcaster's public service obligations, Sen. Yarborough said the subcommittee would make sure such obligations are fulfilled.

Sen. Scott has taken a dim view of the subcommittee's true purpose. "Since 1960 is an election year and the Democrats in control of Congress were the ones who dreamed up this watchdog, I have a feeling . . . that the Democrats feel it is only fair that since they have a two-to-one majority in Congress they are entitled to two-to-one coverage in

the news . . . I will probably have to be a watchdog of the watchdogs," Sen. Scott said.

Broadcasters' Reservations • How do broadcasters feel about the new law? Comment to date has been one of "thanks" to Congress for giving them the necessary freedom in news reporting to cover political campaigns. Immediately after the bill cleared Congress, CBS Inc. President Frank Stanton wired all network affiliates: ". . . The bill represents a significant step forward in permitting radio and tv to . . . more fully use their special tools in informing the public in the democratic processes. . . ."

Sig Mickelson, president of CBS News, said that he did not anticipate any major problems on the national level. He said the network's normal "fairness in balance" policy would guard against any violations of the "reasonable opportunity" provision.

It was Mr. Mickelson's network which canceled a scheduled apperance of Sen. Hubert Humphrey (D-Minn.) during the equal time debates in Congress because of the senator's possible candidacy for the White House. Under the present Sec. 315, Sen. Humphrey could have appeared without any fear by the network of demands for equal time. And, during the upcoming Presidential campaign, the major networks will have no reservations in putting the major candidates on interview shows.

The new law will make network coverage of news events an easier task, predicted William R. McAndrew, vice president of NBC News. "It will help relieve us of the indecision which has plagued us in the past. It will prevent the 'circus performances' that hampered us . . ." while creating no new problems for the network, he said.

Important to Politicians • Tv has rapidly become the most important medium in assuring the office seeker's success at the polls—and politicians have been quick to recognize this fact. "Personal attributes played a far greater part than policy statements in developing a public image of the candidates in the last two Presidential elections," according to U. of Michigan research.

Despite Adlai Stevenson's concentration on foreign issues, the public was largely unaware of his positions in either 1952 or 1956, according to a book, *The American Voter*, to be published by the university in May.

Politicians have recognized that there is no force that can approach tv in exposing a candidate's "personal attributes," upon which voters base their choice. Another concrete example of this can be found in a study by Cunningham & Walsh of tv's impact on the voter. It disclosed that during the 1958 race for governor of New York, voters definitely favored Nelson Rockefeller over incumbent Averell Harriman because of tv.

Libel Cleared • The entire broadcasting industry hailed a 5-4 decision by the U.S. Supreme Court last summer that a station could not be held liable for defamatory statements made on the air by a candidate. The case in question was a $150,000 libel suit filed by the Farmers Union against WDAY-TV Fargo, N.D., and senatorial candidate A.C. Townley.

Mr. Townley, in a broadcast during the 1958 election, charged that the farm group was tainted with communists. The decision by the U.S. Supreme Court upheld a ruling by the North Dakota Supreme Court.

The majority ruled that by "no censorship," Congress meant just that and Sec. 315 must confer immunity from libel otherwise it would "sanction the unconscionable result of permitting civil and perhaps criminal liability to be imposed for the very conduct the statute demands of the licensee."

The opinion, written by Associate Justice Hugo Black, said the FCC has consistently held that a station is not liable and that ". . . with full knowledge of the Commission's interpretation, Congress has since made significant additions to that section without amending it to depart from the Commission's views."

Expressing the views of the four dissenters, Associate Justice Felix Frankfurter questioned the position that the Commission has consistently held that a station is not liable for a candidate's statements. The FCC has never strongly maintained such a principle of immunity or held a public proceeding to determine the point, he said. He also said that Congress, although asked to do so several times, has never specifically spelled out immunity for broadcasters.

Legislation Still Needed • Despite the WDAY-TV decision, there still is a feeling among some that express immunity via legislation is needed. This faction points to the narrow (5-4) majority. Sen. Vance Hartke (D-Ind.), for instance, still wants Congress to pass such legislation, which was a provision of his "Fair Political Broadcasting Act of 1959."

Notwithstanding, the two new guides for radio and tv in 1960, a statement made in this magazine over eight years ago still holds true. In a November 1951 article describing the legal implications of airing political speeches, BROADCASTING stated:

"There's no sure way for broadcasters to play politics without risking their necks, but they can keep their necks from getting out so far as to invite decapitation by studying up on the history and the rules of the game."

ON TARGET

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WRIT FIRE FOR EFFECT

1st in Pulse—December 1959 6:00 A.M.—8:00 P.M. Monday thru Friday

1st in as many quarter hours as the next two stations combined

1st in out of home audience in the important drive time hours in both the morning and afternoon.

EVERY WRIT air personality is listed in Pulse Top Ten multi-weekly shows.

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THE BALABAN STATIONS
John F. Box, Jr., Managing Director

HAVE SCANDALS CUT THE AUDIENCE?

Nielsen finds inconsequential drop in television viewing . . .

Despite all the publicity about scandals in television, there's little evidence of a drop-off in viewing.

Latest Nielsen figures indicate a 3-4% decline in night-time watching, primarily on the West Coast where CBS-TV recently changed its pattern of repeats.

Otherwise there's been no evidence of decline—and no sign of any fall-off in radio listening.

Nielsen measures radio differently, but the data that is available indicates no different audience trends after the scandals developed as compared to those before.

Viewing. In television, though preliminary December figures indicated a slight drop-off, Nielsen reports for November had shown that, at the height of the trouble, the average tv home watched television for 5 hours 25 minutes a day. This was two minutes more than in November 1958 and 22 minutes more than in October 1959, just before the brunt of the storm struck.

The 22-minute gain between the October and November measurements is not regarded as particularly significant, mainly because viewing traditionally rises from month to month, starting in September, reaching its peak in January-February. Thus November viewing is normally higher than October, and December is higher than November. For example, in 1958 the total of 4 hours 58 minutes in October rose to 5 hours 23 minutes in November. (See Table 1.)

Similar evidences of normalcy are found in an examination of the number of homes using television. In all three day periods—morning, afternoon, evening—Nielsen found that gains comparable to those recorded a year ago were run up in the two-week measurement period in late October and early November 1959 as compared to the one made a month earlier. And in each daypart, 1959 was higher than 1958. (See Table 2.)

Although the crisis could hardly be said to have any bearing either way, because it broke so late in the year, the

. . . But Sindlinger sees adult audience decline

A drop of 43 minutes per day in television viewing of the over-12-years-old audience during the last quarter of 1959, compared with the similar quarter of 1958, is reported by Sindlinger & Co., Philadelphia. The drop occurred even though some 2.5 million more Americans in that age group were in the tv audience last year.

Sindlinger's reckonings: In the fourth quarter of 1958 an average of 90,734,000 watched tv every day for 3 hours and 3 minutes; in the fourth quarter of 1959, an average of 93,257,000 watched tv every day for 2 hours and 20 minutes. The average week's viewing total was 1,925.9 million hours in 1958; it was 1,525.3 million hours in 1959.

These findings, researchers felt, do not necessarily conflict with those of the A. C. Nielsen Co. (above), which themselves showed a drop-off of 3 to 4% in nighttime viewing. It was noted, for example, that Nielsen is talking in terms of homes while Sindlinger is speaking of individuals—and only individuals over 12 years of age. Sindlinger figures, too, measured the entire day, whereas Nielsen is speaking of prime evening time.

Sindlinger's figures come from that firm's "Activity" report, which is compiled monthly from data obtained in daily interviewing, year-long. These same "Activity" reports give some clue as to where this audience went. In a breakdown of viewing of movies on tv (generally in afternoon or late night time periods), Sindlinger found a drop of 25 minutes per day in per capita viewing. In 1958's fourth quarter 31,391,000 watched movies on tv for a total of 1 hour and 47 minutes daily; in 1959's, 31,225,000 watched movies on tv for 1 hour and 22 minutes daily. This leaves an 18 minutes per day viewing drop which must be attributed to other portions of the tv day and schedule.

Sindlinger research suggests that some of the audience that isn't watching movies on tv may be watching them in theatres. Its studies in that medium show weekly movie attendance for the average week in 1959 up almost 2.5 million over the average week in 1958; 41,954,000 against 39,621,000. The outdoor theatres grabbed the bigger portion of this jump, a 13.3% gain against conventional theatres' 3.3%.

Sindlinger's reports on radio audience also show a loss. The audience of over-12-year-olds dropped 200,000 in 1959 (72 million per day against 72.2 million per day in the last quarter of 1958), while listening dropped 81 million hours a week (947.2 million hours weekly in the last quarter of 1959 against 1,028.5 million hours weekly in the same period of 1958).

Earlier Sindlinger Reports • Sindlinger & Co. was commissioned by BROADCASTING last fall to conduct nationwide public opinion surveys about the quiz scandals. One was conducted the week before Charles Van Doren testified before a congressional subcommittee, the other a day after his testimony. Sindlinger found (among other things) that before Van Doren's testimony 76.9% of respondents had not changed their opinion of television as a result of the scandal, whereas after his testimony only 46.3% had not changed their opinion, and 50.9% had. (These reports appeared in the Nov. 2 and Nov. 9 issues of 1959.)

Roper Survey • Another nationally known research organization, Elmo Roper & Assoc., New York, found in a nationwide survey Dec. 5-12, 1959, conducted under auspices of the Television Information Office, that most people thought tv was still doing a good job. Presented to the FCC during December sessions of its hearings (BROADCASTING, Dec. 21, 1959), the results also showed that television ranks close to newspapers in believability of news and ranks first as the medium that would be most wanted if only one were available. The study also showed that while two out of three people thought quiz-rigging was wrong, they didn't condemn all television as a result, and three out of four felt television itself was correcting the publicized abuses.

upward trend in tv set ownership also continues. Nielsen figured that as of January 1960 there were 45.2 million television homes, representing tv penetration of 86.9% of all homes, as compared to 44 million (85.6%) in January 1959 and 42.5 million (84.1%) in January 1958.

Radio Trends • Although again not pertinent to the crisis in broadcasting, radio set ownership remains on the rise.

During 1959, Nielsen estimates, the number of radio homes rose from 48.7 million to 49.5 million, based upon 96.3% penetration of all U.S. homes. And average daily tune-in rose from an even two hours to 2 hours 16 minutes, according to a special annual measurement prepared this past March. This

[Figures by A.C. Nielsen Co.]

Table 1

Average hours viewing per day . . .

What are the trends in tv viewing? This table tells the story of annual trends since 1954, and month-by-month viewing for 1958 and 1959.

Annual trends

1954	4.8 hours
1955	4.9
1956	5.0
1957	5.2
1958	5.1
1959	5.1*

Monthly trends

	1958	1959
Jan.	6.1 hours	5.9 hours
Feb.	6.1	5.9
March	5.9	5.7
April	5.6	5.4
May	4.2	4.5
June	4.3	4.2
July	4.2	4.1
Aug.	4.1	4.2
Sept.	4.4	4.6
Oct	4.58	5.03 *
Nov.	5.23	5.25
Dec.	5.8	—

*Dec. 1958-Nov. 1959.

Table 2

Homes using television

Using two-week periods (ending Oct. 4 and ending Nov. 8) in the years 1958 and 1959, Nielsen finds that the percentage of homes using tv in 1959 is higher than the comparable periods in 1958.

% of tv homes

	Morning		Afternoon		Evening	
	Oct.	Nov.	Oct.	Nov.	Oct.	Nov.
1958	10.8	12.2	22.6	24.1	53.5	58.7
1959	12.3	13.3	24.0	27.0	54.2	59.8

Table 3

Homes using radio

Radio usage follows the tv pattern, with some variations. The same October-November rating weeks were used in the radio study as in the tv study (Table 2, above.)

No. of radio homes used
(000)

	Morning		Afternoon		Evening	
	Oct.	Nov.	Oct.	Nov.	Oct.	Nov.
1958	6,326	6,293	5,398	5,464	3,405	3,200
1959	6,387	6,972	5,028	5,126	3,495	3,116

Table 4

How many homes have radio?

As the number of homes increases, so does the number of radio homes.

Year	Total homes (in millions)	Radio homes (in millions)
1922	25.9	.06
1925	27.4	2.7
1930	30.0	13.8
1935	31.9	21.5
1940	34.8	28.5
1945	37.6	33.1
1950	42.9	40.8
1955	47.6	45.9
1956	48.8	47.0
1957	49.5	47.7
1958	50.6	48.7
1959	51.4	49.5

[More tables on next page]

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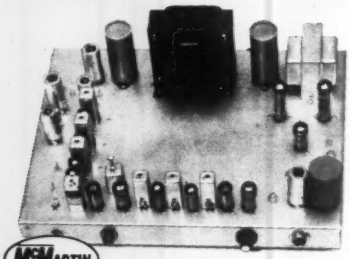

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even though the number of homes reached by radio in an average week dropped from 43,587,000 to 41,241,000.

On an 11-month basis, average daily radio usage just about maintained its old pace: taking the average for January through November, it came to 1 hour 51 minutes per day as against 1 hour 53 minutes in the same period of 1958.

None of these figures includes the almost countless number of portable, automobile and other radio sets used outside the home.

October-November comparisons of home radio usage show trends similar

[Figures by A. C. Nielsen Co.

Table 5
What are the trends in tv program ratings?

While the number of hours spent viewing tv remained steady in 1959, the average program rating went down. Nielsen says this is because more programs are sponsored this year, and the average rating figure only considers sponsored programs. Ratings compared are those for Nov. 2 in both years.

	1958	1959
	%	%
7:30-11 p.m.	21.7	19.8
8-10 p.m.	22.4	21.0
7:30-8; 10-11 p.m.	20.5	18.2

Hours sponsored, hours available

(Figures in parenthesis are hours available for sale in two-week period. Those not in parenthesis are hours sold.)

	1958	1959
7:30-11 p.m.	120 (147)	142 (147)
8-10 p.m.	78 (84)	84 (84)
7:30-8; 10-11 p.m.	41 (63)	58 (63)

Table 6
Another look at program ratings

This further look at evening program ratings shows how they've been dropping over the past four years.

	Average audience			
	1956	1957	1958	1959
Top-10 programs*	35.9%	34.4%	32.4%	31.6%
All programs	21.0	21.4	20.6	19.1
Bottom-10 programs*	6.3	7.6	8.6	8.3

*Omits programs not regularly scheduled in the same time period and Tonight & Jack Paar.

And, a final look shows how the percentage of shows with average audience ratings over 30% has been dropping, while programs with ratings of 15-30% have been rising pecentagewise.

	1956	1957	1958	1959
Ratings over 30%	16%	15%	6%	4%
Ratings 15-30%	59	66	75	71
Ratings under 15%	25	19	19	25
	100%	100%	100%	100%
No. of programs	133	131	124	136

Table 7
Balanced programming?

Are the networks programming to meet the preferences of the viewers? Nielsen's studies show that audiences are spending about the same percentage of time watching various program categories as the networks spend in airing them. The one noticeable exception is westerns.

	November 1959	
Program type	Total program hours	Total viewing hours
	%	%
Western	23	28
Suspense and mystery	18	17
Variety	16	16
General drama	12	12
Situation comedy	11	12
Quiz and audience participation	7	6
Adventure	6	5
Miscellaneous	7	4

Table 8
Night-by-night breakdown . . .

Here is the percentage of U.S. television homes tuned-in hour-by-hour and night-by-night during 1959.

	7:30-8	8-8:30	8:30-9	9-9:30	9:30-10	10-10:30	10:30-11
Sunday	56.3	60.6	62.0	62.1	59.6	53.9	46.7
Monday	55.9	59.2	64.1	64.0	59.4	52.9	45.5
Tuesday	53.4	58.3	62.8	64.5	62.9	53.5	44.8
Wednesday	56.0	60.2	62.8	62.3	62.4	55.3	45.4
Thursday	51.4	56.4	60.1	60.5	59.8	54.8	45.4
Friday	50.2	54.5	57.1	58.6	58.8	56.3	48.6
Saturday	56.4	59.3	61.1	62.3	62.7	59.9	50.8

to those found in the same "before and after the scandals" tabulations of television usage. With some variations, usage followed much the same patterns in those months of 1959 as in 1958 (see Table 3).

The growth in radio homes since 1922, as compared to the growth in total homes, is shown by Nielsen in Table 4.

Tv Ratings • While the number of daily hours spent with television remained stationary, the average evening program rating declined in 1959 as compared to 1958 (see table 5). This drop, amounting to about 9%, might seem contrary to the findings on viewing, but researchers point out that it comes from increased competition as a result of a sharp rise in the number of sponsored programs.

To explain this phenomenon in which better sales mean poorer ratings, Nielsen authorities point out (1) that their averages take into account only those programs that are sponsored; and (2) that the evening hours are now so nearly sold out that practically the only time recently available has been in so-called fringe periods, such as 7:30-8 and 10:30-11, which traditionally have smaller audiences and in less prosperous years have been occupied by local programming.

This sales gain to a virtually sold-out status, dramatized in the figures at the bottom of Table 5, shows only five hours of prime time per two weeks unsold on all three networks as of last November. A year earlier, 27 hours were unsold. In the peak-viewing 8-10 p.m. period the sell-out is complete—84 hours sold out of 84 hours programming, as against 78 out of 84 in November 1958.

Fewer Blockbuster Ratings • The trend of evening ratings over a longer period, 1956 through 1959, is examined in another way in Table 6. The first part shows that the percentage of programs getting a rating over 30 has been declining steadily. The big middle group —those with ratings from 15 to 30— has been getting bigger, and the lowest-rated group has fluctuated somewhat. The decline in number of high-rated shows, and the increase in those in the medium range, are attributed primarily to ABC's evolution as a full-fledged third network. More competitive programming is available, splintering the audience to a degree.

The second part of Table 6 is a different and longer (1956-59) look at rating trends developed in Table 5. It shows year by year the average audience for all evening programs and also for those in the Top and Bottom Tens.

With the need for "program balance" much in the news these days, Nielsen's studies also provide some insight into this subject. It would seem to show that networks on the whole are anticipating pretty accurately the preferences of viewers—that programming and viewing, on the whole, are "in balance" (see Table 7).

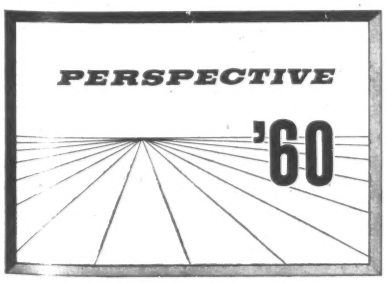
Widest discrepancy is in the category which is most often criticized—westerns. The Nielsen figures indicate the networks are not spending as much time on these shows as audiences are: where westerns represent 23% of all program hours, the viewer spends 28% of his watching time on them. Otherwise, the percentages never vary by more than one point, and in some cases are identical.

PROGRESS IN BROADCAST GEAR

Video tape, station automation, color tv help refine routine technical tasks

Broadcast equipment will eventually feel the revolutionary breakthrough in electronic communications as the distant skies are harnessed for signal transmission and miniature equipment is developed.

But while this dynamic technical art is penetrating new fields whose potential is beyond the imagination of the 1960 electronic mind, the practical side of broadcast transmission is marked by steady state-of-the-art progress.



From studio to transmitter tower, broadcast equipment is going through a refinement stage. The progress centers, from a management standpoint, around tv tape recording, transmitters, transistors, studio-office automation and all-around efficiency—the application of mechanical and electronic ingenuity to the apparatus and functions involved in the job of sending an audio or audio-visual service from one point to all the living rooms within electronic reach.

Many better ways of performing routine tasks are coming out of the laboratories of equipment makers. Sometimes they start in the front office or

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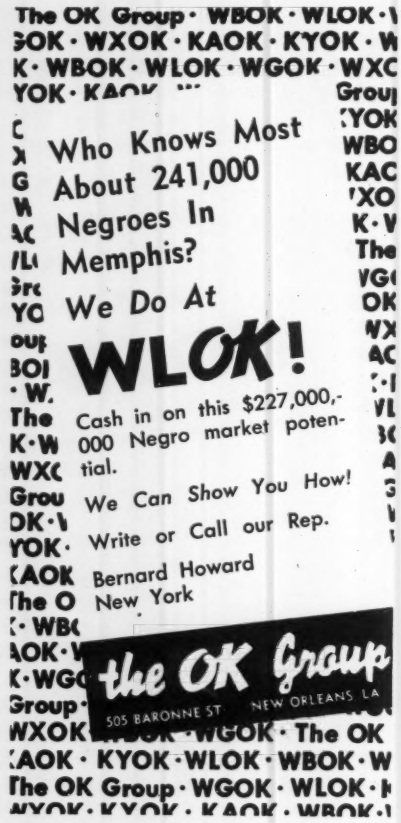
THE BALABAN STATIONS
John F. Box, Jr., Managing Director



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on the work bench of a radio or tv station, eventually becoming available through the processes of manufacture and distribution.

Via the Moon • These rather routine signs of progress are dimmed by the glamour surrounding the relay of a Presidential voice from a sky-borne, rocket-fired satellite, or the Navy's newly announced Communications Moon Relay (CMR).

For broadcasters the immediate prospect of CMR and other sky apparatus is international transmission of television, now limited to speed of a jet plane and sometimes local traffic jams.

In essence the Navy's CMR is a four-channel teletypewriter-facsimile circuit between Washington, D.C., and Pearl Harbor, Hawaii, via the moon. A highly directionalized 435-445 mc signal travels to the moon and bounces back to Hawaii in 2½ seconds, requiring a 480,000-mile trip to span 5,000 miles (BROADCASTING, Feb. 1).

This same route was the scene of a historic radio voice service in World War I. At that time a string of five-watt tubes was used to transmit voice from the Navy Dept. to Pearl Harbor, quite a trick in that early day of broadcast development.

Moon Vs. Balloons • The moon service is described as one-tenth as efficient as the proposed balloon satellite project. This plan will use 100-foot ballons operating in a 1,000-mile high orbit. Tests by Bell Labs have been successful. A fullscale tryout is due during the spring.

An interesting twist to the approaching breakthrough into transoceanic tv is the discovery of the first of a series of natural radio pipelines. The first one, over the South Atlantic, will be joined by other ducts, experiments indicate. The Army is working with a relay system based on high-in-the-sky transmitters orbiting around the earth.

There are bottlenecks in the efforts of technical people and broadcast management to improve and expand their services. Stalled in the FCC and in military channels are proposals to juggle spectrum assignments to permit improved tv transmission, now crowded in a tight little vhf band and a partly utilized uhf band. Multiplexing (use of fm sidebands for separate services) has been getting the poor-relative treatment from the FCC, which is on record as wanting to give multiplexing a boost. The matter has been hanging around for years.

Stereophonic broadcasting is sidetracked pending FCC action. But there are signs the Commission will soon consider industry proposals for the adoption of necessary standards.

Remote Control • Automation has avoided many of the delays inherent in bureaucratic regulation. Remote control of transmitters through simple telephonic and electronic devices is widespread, reliable and economical. Tape, discs, clocks, cartridge tapes and memory devices are combined to permit orderly compilation of the day's program service and minimizing of human error.

Television tape recording (vtr) is overcoming one of its early problems—interchangeability. Ampex and RCA, the main manufacturers, have concentrated on this problem (see below). The tape apparatus is appearing widely in portable form, suitable for fast movement to program origination spots anywhere in the world.

Vtr is subject to the limitations of studio pickup equipment. Imminent introduction of tiny, pocket-size television cameras and improvements in other steps in the broadcast operation will speed vtr's progres as a basic industry device.

Broadcast managers are deeply interested in ways to reduce mounting technical costs, said A. Prose Walker, NAB engineering manager. Automatic transmitter logging has reached a high state of reliability. It can't become widespread, however, until the FCC amends its rules, he said. Minneapolis-Honeywell, for example, has recording gear that does the meter-reading job accurately and without human error. All types of transmitters—am, fm and tv—can be logged automatically.

More Automation • WTOP-AM-FM-TV Washington is using remote control for its 50 kw directional am transmitter along with automatic logging at the three transmitters. KFI Los Angeles, has similar equipment. A low-power radio station, 1 kw for example, could amortize the cost of automatic control in a year by removing the need for one first-class ticket man. Besides economy, there would be increased efficiency.

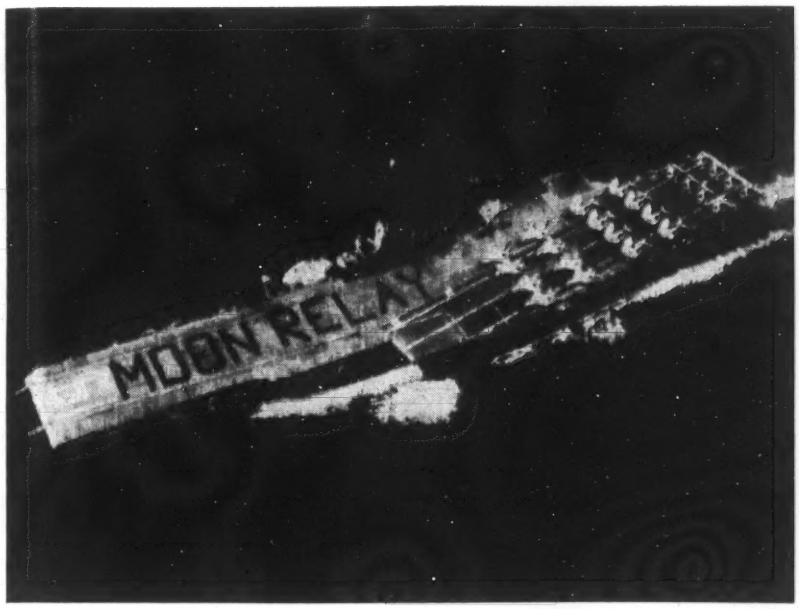
A new field of technical methodology and use of equipment will open later in the year when NAB unveils its new *Engineering Handbook*, according to Mr. Walker.

A notable 1959 development was

AN ANSWER

Automatic apparatus for station programming is getting better and appearing in larger quantities every month, inspired by the desire of station operator for more efficiency and reduced costs.

A half-dozen or so companies are marketing automation devices and assemblies for studio use. The results, users and marketers agree, are crisp switching, reduction of human error



Harbinger of limitless relays • 1960 was just days old when the U.S. Navy unfolded the story of its moon relay system (BROADCASTING, Feb. 1). This is the aerial shot of the *U.S.S. Hancock* transmitted from Pearl Harbor to a point near Washington, D.C., by radio signals. Among the many possibilities seen for the system: live international television.

completion of the first three-antenna candelabra tower for Baltimore's three television stations.

The first three-antenna candelabra tower was put into operation in Baltimore last year with RCA as prime contractor. The array was erected at the WJZ-TV site with WBAL-TV and WJZ-TV using traveling wave antennas and WMAR (TV) a superturnstile. Dresser-Ideco built the tower, which was erected by J. F. Beasley Co. Height is 730 feet above ground.

Color's Future • RCA, which should know more about color tv than the rest of the industry, calls the 1960 color outlook "highly favorable." Its official position is this: "Color will continue to grow and eventually most programs will be telecast in full color."

Rapid growth in color acceptance was reflected in 1959 among advertisers, tv critics and the buying public, says RCA. "Notable stimulation to color tv's progress came from the high quality of color sets and the increase in local and network color programming," a spokesman said. NBC color scheduling, for example, increased 30% over 1958.

"Color set sales mounted steadily throughout 1959 and at the end of the year were running at a rate of 30% above the previous year. For the first time since the introduction of color tv in 1954 RCA showed a profit on the sale of color receivers. If sale volume continues, so will profit."

James W. Seiler, American Research Bureau head, told BROADCASTING ARB plans to measure the color audience when set circulation reaches 400,000.

The following articles focus on the status of leading technical developments.

TO COSTS: AUTOMATION

and greater efficiency.

As in the case of the meter-reading and transmitter-logging devices developed for remote operation of transmitters, automation is catching on fast in the industry. But where transmitter logging by automation is delayed by the need for modernized FCC rules, the record changers and cueing apparatus for studio use have not been held back by the governmental process.

Each NAB convention shows new ways and new apparatus in the automation field, and 1960 will follow this pattern. Both major and small manufacturers have entered the automation field. Sometimes their devices blend to perform all-around station functions, such as long periods of unattended program origination.

In the Studio • RCA's versions of studio automation include a Flexo-

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1st in Pulse—December 1959
6:00 A.M.—Midnight Monday thru Sunday

1st in more quarter hours than all other stations combined

1st also in
Hooper—December 1959
Neilsen—Nov.-Dec. 1959
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sold nationally by
ROBERT E. EASTMAN

WIL

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WIL when you buy St. Louis
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WIL St. Louis
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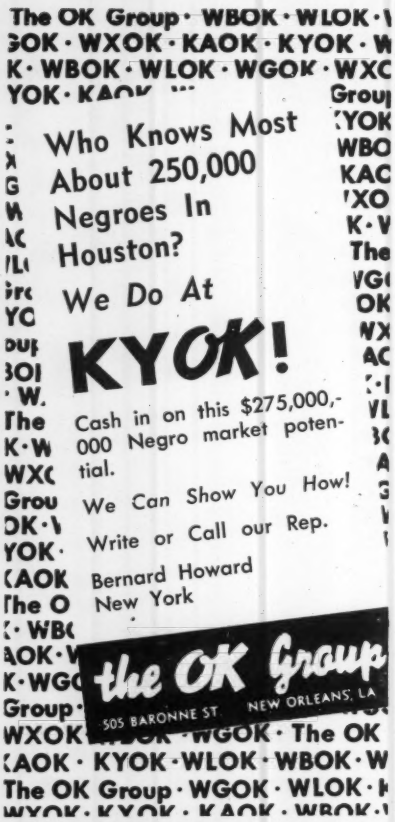
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Who Knows Most
About 250,000
Negroes In
Houston?
We Do At
KYOK!
Cash in on this $275,000,-000 Negro market potential.
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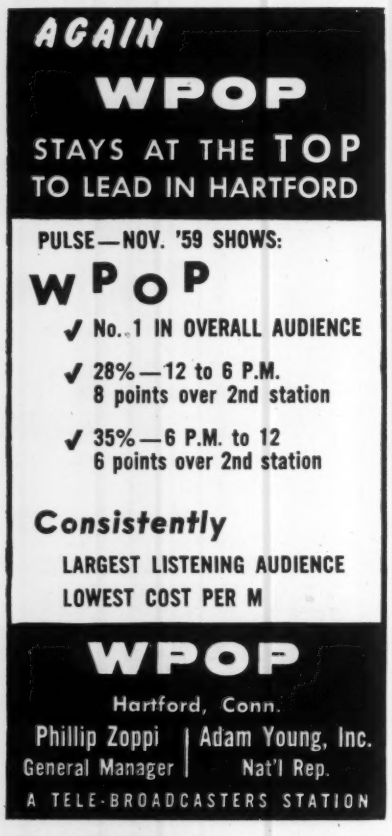

writer-electronic brain technique. It controls both audio and visual sources at tv stations and audio sources of radio installations.

The tv system is operating at WKRC-TV Cincinnati (a Taft station). The $2 million WKRC plant is equipped with facilities that permit live programming without camera crews. A day's programming is punched on a Flexowriter tape that triggers eight sound-on-film projectors, four 2x2 slide projectors, two audio tape machines, two audio turn-tables, two live remote cameras and four live microphones (two in announcer booths and two in live studios). Confusion is eliminated and production is improved, using fewer people, according to WKRC-TV (BROADCASTING, Jan. 11).

The radio station system starts with a keyboard that punches information into tape. This is read by a device that sets the program apparatus in operation and controls it. Two types of automatic record machines (BQ103 and BQ104) hold 100 45-rpm discs. The BQ104 uses RCA discs having magnetized grooves to permit electrical recording instead of mechanically produced information. This is an adaptation of the magnetic tape principle to discs. Erasure and re-use of discs are possible. The BQ104 primarily handles station identification announcements, commercials and similar information. The two machines permit random, sequential or manual selection.

Cartridge Tape • Collins Radio Co. unveiled its cartridge-tape control system at the 1959 NAB convention. Collins says the automatic "tape-jockey" was first used for complete program operation of a station at KXOL Fort Worth. With four playback units, KXOL pre-recorded cartridges from other tapes and discs. The station said the system "tightened up its operation over 20%, paving the way for economical savings," according to Earl Fletcher, manager (BROADCASTING, Nov. 23, 1959).

With Collins equipment, cartridges are loaded with tapes varying from 30 seconds to 31 minutes. The tape runs, stops and automatically re-cues itself. There is no manual threading or cueing. The four playback units are teamed with a combination record-playback unit.

WJBC Bloomington, Ill., developed automatic tape control under the direction of Vernon A. Nolte, vice president-general manager, because of "sheer necessity." Exclusive sales distribution rights were granted to Collins. Mr. Nolte first showed tape-cartridge cueing of commercials in late 1958 to the Illinois Broadcasters Assn., crediting Ted Bailey, engineer, with the technical development.

Automatic Tape Control Inc. was formed, with production reaching about three-dozen units a week, later stepped up to 50 units (50 playbacks, 15-20 amplifiers and other components). About 200 station installations have been made, including a dozen tv outlets. Sales orders from Collins in 1960 are estimated by Mr. Nolte at over $1 million.

Gates Equipment • Gates Radio Co. offers four versions of automation equipment—the pioneer Auto-Station unit, Spot Tape Recorder (accommodating 101 announcements up to 90 seconds long), Nite Watch automatic system for up to six hours of continuous programming and Auto-Trans unit (a 200-selection automatic changer for 45 rpm records).

The Auto-Station is designed for 14 hours of completely automatic programming. Some 80 automatic programming systems have been sold and over 250 Spot Tape Recorders have been delivered or are on order, said Larry Cervonne, Gates general sales manager. He reports sales of automation equipment are "definitely on the upgrade with over a quarter-million dollars worth of Gates automatic units already in use, not including the huge volume from sale of Spot Tape Recorders."

The recorder is a vertical playing belt 13 inches wide, with an indexing system on its control panel and automatic rewinding after each playback. Nite Watch consists of a production console, tape control unit and 45 rpm automatic cueing transcription changer for 100 records. It permits announcing,

Greyhound bus . . .

Meet the newest timesaver adopted by the four Imperial Broadcasting System stations in California—"network" connection by Greyhound bus. Frank Crane, manager of KPRO Riverside and the Imperial group (also including KREO Indio, KROP Brawley and KYOR Blythe), has backed up its automated programming with bus transport of tapes.

Longest jump, Riverside to Blythe, is 180 miles. Greyhound hauls the tapes in five hours compared to two days for the U.S. mails. In a tight spot Bonanza Airlines can make the jump in two hours.

"Automation lets us use our people at Riverside (a city of 95,000) to program all four stations," Mr. Crane said. Blythe has about 5,000, Brawley 10,000 and Indio 15,000. Mr. Crane said expenses had been cut about $5,000 per month by automa-

dubbing, automatic record playing along with professional tape recording and automatic transcription equipment for separate use. Auto-Station, Mr. Cervonne said, allows an announcer to set up a day's programming in the time needed to read off the commercials, station breaks and between-record comments. These are recorded on one track of a dual-track system.

Spot Device • Schafer Custom Engineering division of Textron Inc. will be out in a fortnight with a tape cartridge device. Before the NAB convention (Chicago, April 3-6) the company will introduce a spotter that will store some 200 spots. Any one can be selected by a twist of a dial. Or the sequence can be predetermined indefinitely through a memory unit, according to Paul C. Schafer, head of the firm.

At the close of 1959 over 100 stations were using Schafer automation and over 500 had installed Schafer remote control equipment.

Some stations use automation as an adjunct to live programming. Mr. Schafer cited KNUZ Houston, where top disc jockeys are live in the daytime but automated for night and weekend radio. This plan permits disc jockeys to work daytime hours but be heard seven days a week, 24 hours a day, he said.

KDOT Reno, Nev., uses full automation, he pointed out, and KARA Albuquerque, N.M., built from the ground up for automation, has a staff of three providing completely automated programming during the entire broadcast day, seven days a week.

Schafer's Model 1,200 automation system includes four Ampex recorders, two Seeburg library units and completely new automation electronics. The Seeburg 45 rpm record players can be augmented or replaced by tapes, if desired. "The cut-dot system makes it possible to prepare program material in a much shorter length of time because only announcements that must change need be erased," according to the instructions.

Muzak Subsidiary • Programatic Broadcasting Service, New York, markets automation programming and equipment as a Muzak subsidiary. The prototype was built for Muzak's WBFM (FM) New York but was never used. Sixty-two stations are using Programatic, the company said, with others on order. Programatic uses an electronically controlled, time synchronized tape playback device. One machine can be loaded for eight hours, including station breaks; two for 16 hours, with automatic switching.

Two banks of tape players are connected with a clock. One reel is programmed; the other has time signals, commercials, public service and other announcements.

Programming in no way resembles Muzak background music, according to Programatic, being designed to reach people who control family spending. WQMN Superior, Wis., began using Programatic last June 18, with music running in 15-minute segments. A daytimer headed by Gene Halker, president, WQMN has a total of eight employes including the manager. KGNC-FM Amarillo, Tex., claims it quickly showed a profit after it stopped duplicating KGNC-AM. Cost was $600 a month for power and Programatic.

Programatic says it has an inventory of over 10,000 standards and show tunes.

Audiomation Labs making tape systems, features a Consecutor 8-hour tape system, Varytype system intermixing 12-minute segments on Magne-Tronics tapes and an Autosperser that intermixes individual selections and inserts commercials on tapes having pauses between selections. L. S. Subber, general manager, said the gear is used in package deals by DuKane, Gates, Industrial Transmitters & Antennas, RCA International, Schulmerich Electronics and others. He said over half of all multiplexers use the firm equipment.

Magne-Tronics Inc. will announce a new am-fm tape program service featuring 8-hour tapes of "easy listening" at the April 3-6 NAB convention in Chicago.

Industrial Transmitters & Antennas, Upper Darby, Pa., manufactures remote control units, multiplexing gear and fm transmitters.

. . . in lieu of AT&T

tion, an important factor in a business volume of $30,000 to $35,000 a month.

Equipment was designed, assembled and installed by Schafer Custom Engineering, using American Electronic tape machines and Seeburg record players. Programming is mostly music. Personalities tape their record introductions on tapes which are "bussed" around the IBS circuit in two-week segments. Announcers push 25-cycle subaudible tone buttons to trigger equipment. The tones won't pass over telephone lines, he said.

Each station has a dot sensing device putting silver dots on the tape 100 seconds apart. Commercials are recorded between the dots, permitting easy insertion of individual spots. Mr. Crane explained the four stations have frequent programs tailored to their markets.

ON TARGET

1st IN MILWAUKEE

WRIT FIRE FOR EFFECT

1st in Pulse—December 1959
6:00 A.M.—8:00 P.M. Monday thru Friday

1st in as many quarter hours as the next two stations combined

1st in out of home audience in the important drive time hours in both the morning and afternoon.

EVERY WRIT air personality is listed in Pulse Top Ten multi-weekly shows.

sold nationally by
ROBERT E. EASTMAN

WRIT

Bernie Strachota, General Manager
Parker Daggett, Sales Manager

BUY Radio when you buy media
BUY Balaban when you buy radio
BUY WRIT when you buy Milwaukee
and you BUY the people who BUY

WIL St. Louis
KBOX Dallas
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VIDEO TAPE: AN EXCITING PLUS TO TV

Ampex and RCA take lead in offering new program dimension

Tape's future? Ampex feels the present degree of interchangeability "is not enough" and believes tape must become "as interspliceable as photographic motion picture film." Devices on the drawing board should solve the problems, according to Ampex.

The Future • A summary of tape's future, Ampex says, emphasizes Inter-Sync, magnetic head improvements, better tv cameras and improvement in system-translating devices (from 405 to 525-line tv, for example). Four line variations are used internationally. Magnetic progress is described as "a slow, unglamorous, painstaking effort." Ampex summed it up this way, "Tape will become the commonest way of distributing commercials, syndicated programs and public service shows."

General Electric Co. jolted the electronic world a few weeks ago by unveiling an experimental thermoplastic recorder. The apparatus combines the processing speed and versatility of magnetic recording with the storage capacity of photography, according to GE. It also concentrates 100 times as much information in given space as present tape (BROADCASTING, Jan. 18). GE emphasized its process is still experimental. Even so, Ampex stock suffered some bad days on Wall Street.

GE's broadcast line includes a new super-sensitive camera tube claimed to cut by 90% the light requirement for monochrome and color.

Japan is using some American vtr recording gear but meantime its technical laboratories are working on other versions of tape recording. One would use spiral-driven tape contacting a single recording head. However, this would not be compatible with RCA or Ampex tape-recorded programs. England, too, is working on vtr.

From a competitive standpoint, the most exciting spot in the equipment field has been the RCA-Ampex race to develop and manufacture television tape-recording apparatus.

Ampex was first in the field with quantity production. It introduced its wide-tape system after RCA had been

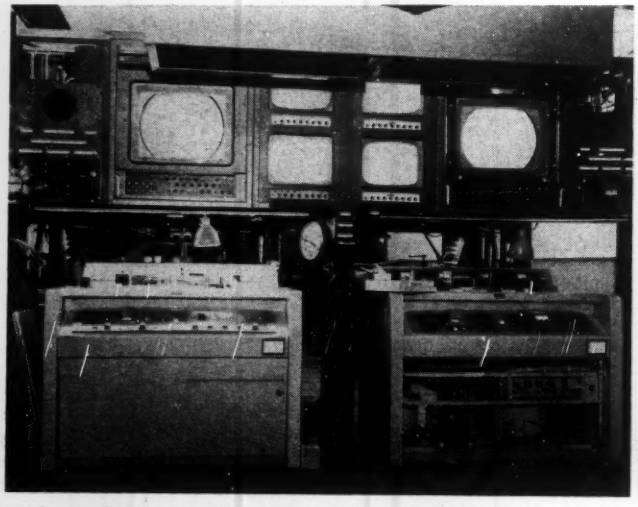
The magic land of vtr at CBS Hollywood

A new video-tape recording center, now operating at CBS Television City, Hollywood, includes 12 recorders (two color), service equipment and a battery of four tv film recorders (three 16mm, one 35mm). The network's Hollywood facilities included a mobile vtr van.

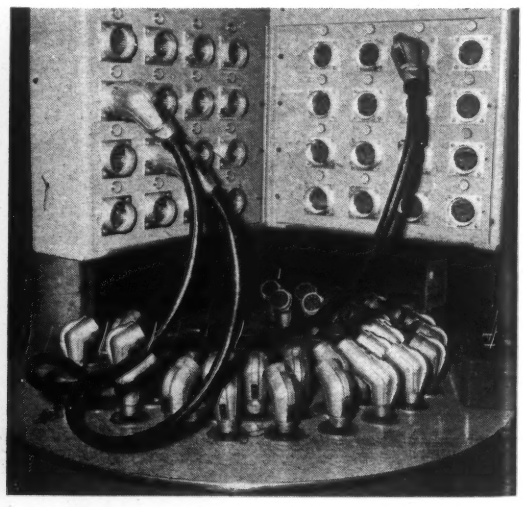
The CBS system, housed in a 5,000-sq.-ft. space, has a specially designed relay system. Essentially it is a complex of simple switches arranged to allow recording and playback to be handled from the vtr machine once a single master connection has been made. This eliminates complex manual routines. There are 12 picture sources for recording and seven playback circuits.

Video-tape machines in the center handle a maximum program schedule, with six taking care of delayed broadcasts and the rest available for program recording. Total staff numbers 47.

A movable partition is used to close off the main portion of the center during tape-cutting. The tape storage vault is temperature and humidity controlled. Equipment was designed by the CBS Tv Network engineering department, New York. Work was started in September 1958 and completed a fortnight ago by the West Coast building and technical departments.



Color videobay • This section includes a pair of color video tape recorders. Grills directly above the vtr's are audio speakers for each of the two consoles. Price Fish, of the New York engineering staff, was responsible for much of the design work on the center and supervised equipment installation together with CBS-TV's west coast staff headed by Les Bowman.



Key switching point • This is the patchwork terminal that serves as a vital link in the CBS-designed-and-developed preset relay system at the center. Upper tier holds connections for all the studios at Television City. Lower tier carries the jacks for the vtr's in the new center.

working on a number of techniques including a fast-moving narrow tape.

The problem, of course, was how to place the information on a given number of square inches of tape per second. The turning point was the unveiling by Ampex of its present system at the 1956 NAB convention.

Television broadcasters were impressed. They ordered 80 Ampex recorders costing a minimum of $50,000 each. Then they sat around waiting for this important new device to go into production.

The Vtr Race • While RCA had a late start in the video tape delivery race, it has been in production for many months. The RCA-Ampex boxscore runs like this, according to the claims of each manufacturer:

RCA—40 vtr units delivered; backlog of 100 recorders. RCA expects to catch up to demand by April or May.

Ampex—100 units at tv networks; 155 stations have one or more. Another 100 stations will have them by the end of the year, when all 75 top markets will be tape-equipped.

RCA features rack-mounted tv recording equipment in contrast to the Ampex desk-type console. Much emphasis is placed by RCA on interchangeability and color, obviating what it describes as the costly storage of a recording head wheel with the tape spool. The head wheels are high-precision, RCA points out. Recently some color reels produced on RCA equipment by Nippon Tv Network Corp. in Japan were played back on RCA machines at Camden without the original headwheel. The results were described as completely satisfactory.

Other Uses • Besides broadcasting uses, vtr is being used in telemetering, education, missiles and factory production.

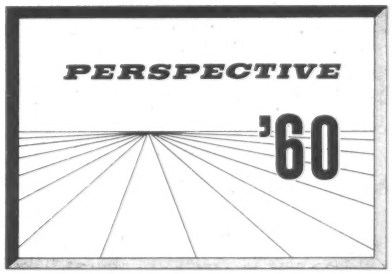
"Rarely in the history of this industry has so challenging an era been encountered as that of television tape recording," RCA said in a recent issue of its *Broadcast News*. Trained service engineers have been sent into the field.

RCA's rack-mounted vtr was demonstrated at the 1959 NAB convention, using a color-equipped unit. First station to install an RCA rack was WBTV (TV) Charlotte, N.C., which ordered two recorders.

As new vtr uses develop and more units are installed, both RCA and Ampex are conducting training courses for broadcast personnel.

In the compatibility competition, RCA cites its electronic quadrature adjustment in a list of advantages that also mentions cue facilities and audio dubbing. Ampex has come out with a new playback delay equalizer described as a compatibility device.

The Army Signal Corps is using mobile RCA vtr recording for training purposes. It is installed in a specially designed van.



Mobile Units • Ampex says its mobile version of Videotape is growing in popularity, with 21 now operating and another 50 to be added in 1960. MVI Television, New York, has an Ampex tape-equipped DC-4 for world-wide use. CBS borrowed it to cover President Eisenhower's European trip. Medium markets are joining major cities in mobile installations. KYTV (TV) Springfield, Mo., for example, is nearing the first full year of tape mobility. Its Ampex XR-1000 has an Onan power supply. RCA monitors and camera chain are used in the air-cooled truck. It's sent to county fairs, shopping centers, farms and other program sources. Loading the truck takes a half-hour.

Affiliated Tv, New York, has an Ampex mounted in a metal capsule. It can be loaded into any type of moving vehicle. Once it tape-recorded Art Carney in San Diego one day and a swimming pool pickup in Las Vegas the next. Sports Network has produced bowling shows in three days from three locations.

Much progress in tape-recording has been made since November 1956 when Doug Edwards' CBS-TV news show was the first regular vtr-produced program, according to Ampex. Newest Ampex development is Inter-Sync, synchronizing a tape playback with other tapes, eliminating much of the splicing in favor of electronic editing. Separate shots can be "melted" together with the precision and polish of film and with the speed and low cost of live tv, Ampex emphasizes.

Many Uses • Inter-Sync uses are numerous in program production. It permits synchronizing a single machine to station sync, thus permitting the one-recorder owner to cut, wipe or lap-dissolve from any program into local tape, for example. In all, Ampex describes Inter-Sync as a "revolution in program production."

As to interchangeability, Ampex says it is "a long-proved reality in black-and-white recordings, demonstrated by tape syndication and extensive program exchange. Color tapes made on Ampex color-converted VR-1000 machines also have been proved interchangeable," Am-

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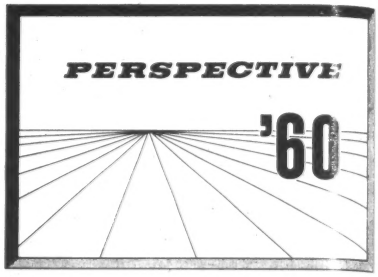
pex said. The Nixon-Khrushchev debate was "recorded on an Ampex color unit in Moscow, and dubbed and played back in color by NBC New York on a different recording head."

Ampex calls color interchangeability "a matter of degree" and has "avoided carelessly exaggerated claims about this phase of tv tape recording while continuing an extensive research program to bring this problem under complete control."



STEREO: AWAITING FCC ACTION

At standstill until standards are adopted

Stereophonic broadcasting is standing still and will continue in that posture until the FCC makes up its mind about the shape this new audio form will take. Some experimental work is going on but the stereo art can't move until standards are adopted.

An industry group, National Stereophonic Radio Committee, has studied more than a dozen stereo systems and has made a partial report to the FCC. It can merely offer recommendations for broadcast standards. RCA and CBS are not members of the national committee for what they term legal reasons. Naturally broadcast receiver and transmitter construction for the public is held up pending FCC action.

Tape and disc stereo recording, however, is slowly gaining public acceptance. Some record firms say their stereo sales exceed monophonic business. James D. Secrest, executive vice president of Electronic Industries Assn., said manufacturers simply can't make stereo broadcast transmitters or consumer receivers without standards. EIA feels the issues are too technical for FCC to review at a public hearing, noting that industry brains have been pooled in the committee studies as was the case when the present tv standards were developed for FCC guidance. EIA is raising a campaign fund to promote phono stereo and remove confusion from the public's thinking.

Some manufacturers feel the stereo phonograph business has been badly hurt by public confusion over technical aspects. They contend the public was sold a phony bill of hi-fi goods by some equipment makers who hung the label on low-quality merchandise, and now entrance of stereo has added to the confusion. Monaural records are still selling well. Production costs for stereo records and equipment are only slightly more than monophonic lines. In the case of transmitters, however, dual-channel signals are required and this increases the cost.

While the FCC has hinted it may state its position on fm stereo after mid-March, the prospects for other, fm multiplexing (mx) can't be put on a calendar basis at this time.

One of the basic stereo broadcast methods, fm multiplexing, has been snarled in Commission routine for years. Fm's wide band (200 kc) provides room for two or more sidebands that can allow a station to transmit more than one service on its frequency or to duplicate a program for stereo purposes on sidebands. Of course, stereo can be accomplished by the use of any two transmissions of a single program—fm-mx, am-fm, am-tv, fm-tv, etc. Techniques have been devised to split the narrow (10 kc) am band, using two am receiving sets, to accomplish stereo. Kahn Research Labs has sold am-fm apparatus to four foreign stations, it told the FCC, adding that it finds their operation successful (BROADCASTING, Feb. 1).

Kahn Research has also announced sale of its new all-am stereo adapter system (STR-59-1) to CJAD Montreal, two stations in Caracas, Venezuela, and a major station in Mexico City. The adapter system allows a single am broadcast transmitter to function as a stereo transmitter. The two channels are carried as independent sidebands to the main carrier. Regular am sets can tune the main carrier monaurally as usual, or, by using two sets, one tuned just above the main carrier and the other just below, stereo is received. Only 0.5% total harmonic distortion is produced, Kahn claims. The system cannot be used in the U.S. since the FCC has not completed its consideration of stereo engineering proposals for am and fm.

The FCC recently extended the deadline for filing of reports on proposed mx rules to March 15, having in mind nonbroadcast activities such as private communications services.

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ABC RADIO'S FIXED INTERVAL

Allows station leeway in scheduling shows

A new "fixed interval" plan permitting affiliates to delay certain broadcasts within stated limits was announced last week by ABC radio. It is effective immediately.

Edward J. De Gray, president of the network, said the plan will afford flexibility for stations and yet let the advertiser know exactly when his program will be carried. Stations will be required to stipulate in advance exactly when, within the "fixed interval," the show will be carried. Variations will not be permitted for the duration of the commercial schedule.

The programs which may thus be delayed consist primarily of five-minute strips. Among them are the *Eydie Gorme Show, Teen Town* and *Space Scope*. The "fixed intervals" within which stations may schedule such programs are 10 a.m. to 12 noon; 12 to 4 p.m., and 7 to 10 p.m. The advertiser specifies the "fixed interval" in which he wants his program to appear.

Mr. De Gray said the plan recognizes "that each station has its own unique community situation and listening patterns." Yet it assures advertisers that their programs will be heard within the day-part they wish. He said it also should increase program clearances substantially by "virtually erasing" local programming conflicts.

Alabama group to apply for any vhf allocated

Incorporation of the Alabama Telecasting Corp., with veteran broadcaster Henry P. Johnston as president, to apply for any vhf channel allocated to Birmingham was announced last week.

The Alabama company plans to apply for either ch. 4 or ch. 8, whichever is dropped into Birmingham. The FCC has under consideration a proposed rule-making, issued last July, to make either of these moves.

Birmingham is now served by two commercial vhf outlets (ch. 6 WBRC-TV and ch. 13 WAPI-TV), and one educational station (ch. 10 WBIQ [TV]). There is a grant outstanding for ch. 42 WBMG (TV), half owned by multiple owners H.&E. Balaban Corp. (WICS [TV] Springfield, Ill., and others) and half-owned by Winston-Salem Broadcasting Co. (WTOB-AM-TV Winston-Salem, N.C., and WSGN Birmingham and 80% of WAPA-TV San Juan, Puerto Rico).

Mr. Johnston, former president and general manager of the WAPI stations, owns 40% of Alabama Telecasting. Other stockholders are Houston Post Co. (KPRC-AM-TV Houston, Tex.), 25% and the following 5% stockholders: Frank P. Samford, president, Liberty Life Insurance Co.; William P. Engel, Birmingham industrialist; Lewis Jeffers, president, Hayes Aircraft; W. Cooper Green, former mayor of Birmingham and executive vice president of Alabama Power Co.; Jack Harris, vice president, Houston Post Co. (and general manager of KPRC stations); William P. Hobby Jr., associate editor, *Houston Post*, and Jessica Hobby Catto, San Antonio.

BLAIR'S SPOT TV STORY: COLOR FILM EXPLAINS PRE-SELLING

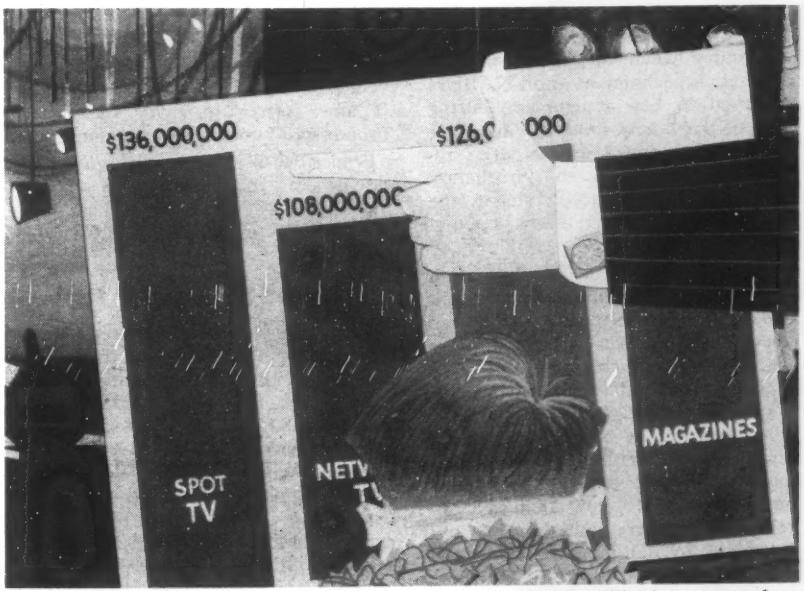
How spot television can pre-sell and then move goods off counters is the theme of a new presentation for advertisers shown publicly in New York for the first time Friday (Feb. 12) by the representative firms of Blair-Tv and Blair Television Assoc. The half-hour animated color film will be presented to advertisers and their agencies in New York and other major U.S. cities.

The showing Friday was the highlight of a three-day assembly in New York of managers of Blair's 10 regional offices.

The film moves quickly through a wealth of material containing facts and figures on population movements, changing consumer tastes, rising income levels, spot tv's pre-selling and capture of advertiser dollars, as well as specific advertiser use of the medium.

The film makes the point that the 265 tv markets in the U.S. are becoming 14 marketing areas in spot tv lingo. Related is the use of spot tv in Blair's test market plan by such advertisers as Surprize cereal (increase over 12 weeks in brand awareness of 300%), Welchade (product identity up 87% and purchases 37% in 15 weeks), Thorexin (brand identity climbed 53% in four weeks) and Maxwell House (product purchases increased 108% in eight weeks).

Other than animation, there is one live sequence. John Blair, president of the station representative companies, delivers a "thank you" note to advertisers and their agencies.



What gets the money • In this frame from the film, the arm of the "announcer" explains to the "Redhead" (strong resemblance to Arthur Godfrey) last year's leadership of spot tv in foods ($136 million) compared to network ($108 million), newspapers ($126 million) and magazines ($76 million). Plans and data were assembled by Blair-Tv and Blair Television Assoc.

Overseas vtr issue raised in CBS case

The growing practice of video taping tv programs overseas for broadcast in this country has given rise to another labor-management dispute over union jurisdiction, the second vtr-caused case in the last two weeks.

The latest is a CBS-TV action seeking to prevent the International Brotherhood of Electrical Workers from bringing to arbitration the question of whether the network can sub-contract such taping to outside, non-IBEW companies. A week earlier all three networks had moved to stop arbitration involving a vtr dispute with the United Scenic Artists Union (BROADCASTING, Feb. 8).

IBEW notified CBS-TV late in January that it would seek to bring the jurisdictional matter to arbitration. Last Tuesday (Feb. 9) the network filed a petition with the Supreme Court of the State of New York asking a stay of such action. The union wants determination of when its members must be used for vtr work, its position being that union jurisdiction extends to overseas work. The network disagrees, feeling that its current contract with the union permits it to use other facilities both outside the U.S. and within this country where IBEW jurisdiction does not reach.

The issue is similar to that which lead to a strike at NBC-TV last April. At that time NBC workers belonging to the National Assn. of Broadcast Employes & Technicians walked off their jobs at NBC installations throughout the country when the union charged that French technicians (non-NABET) were used in key assignments during taping of the *Today* show in Paris. The 18-day dispute ended with NABET relinquishing its claim to jurisdiction over programs produced outside the limits of the U.S. (AT DEADLINE, May 18, 1959).

Long History • The current union move toward arbitration traces back to May 1958, shortly after IBEW had agreed on terms of its current contract with CBS-TV, which runs until Jan. 31, 1961. IBEW has protested CBS-TV's use of outside vtr facilities to handle a *Jimmy Dean Show* from Washington, two Arthur Godfrey broadcasts from Hawaii, Ed Sullivan broadcasts from Italy and Moscow, Geneva Conference news programming and a *Conquest* show in Baltimore. It holds the use of non-IBEW technicians for these tapings was in violation of a contractual ban against sub-contracting.

CBS-TV, on the other hand, argues that all these incidents occurred outside the jurisdictional area covered by its contract with IBEW. Those are within 200 miles of its owned-and-operated stations, 300 miles in the case of KNXT (TV) Los Angeles. Further, the network cites another contract provision saying that outside the continental U.S. the network need not use IBEW technicians. The only exception to that provision is for parts of Mexico which come within the 300 mile circle of KNXT.

Aside from these considerations and another which says that any move toward arbitration must be made within six months of a grievance, the network petition says that even if the union interpretation of the contract were correct regarding the no-subcontracting clause, the argument would be nullified by the recently passed Landrum-Griffin Act's "hot cargo" provision. This is an amendment to the National Labor Relations Act which provides that "it shall be unfair" for any employer to agree not to use the work of any other employer and provides that any such agreement is unenforceable and void. This interpretation, if applied to the no-subcontracting provision itself, conceivably could void its application even within the IBEW jurisdictional area.

The petition initially was set for hearing Feb. 15, but by agreement of both parties has been postponed until March 17. Attorney for CBS-TV is Emanuel Dannett of the New York firm of McGoldrick, Dannett, Horowitz & Golub. The union is represented by Louis Sherman, Washington.

WJJD drops 'top 40'

Plough Inc.'s WJJD Chicago last Wednesday (Feb. 10) dropped its top 40 tune format in favor of a new "broad base" musical programming.

Frederick G. Harm, vice president and general manager of the Plough station, said a careful study of radio listening preferences, in relation to present available fare, called for a format that would satisfy a greater variety of listeners. The new music policy will be augmented with broader and more interesting news and other service features.

WMPS Memphis was the first Plough station to drop top 40 programming. It was indicated then that, if its new format proved successful, it would be extended to other Plough outlets (BROADCASTING, Dec. 21, 1959).

Changing hands

ANNOUNCED • *The following sale of station interests was announced last week, subject to FCC approval.*

• WKCB and WKCQ (FM) Berlin, N.H.: Sold to Richard P. McKee to John Bowman, former record retailer in Bridgeport, Conn., for $157,500. Mr. McKee bought the Berlin stations from John W. Guider in 1957 for $110,000. Station is 250 w on 1230 kc. Broker was Blackburn & Co.

APPROVED • *The following transfers of station interests were among those approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 154).*

• WGLI and WTFM (FM) Babylon, N.Y.: Sold by William H. Reuman, Fred Barr and Edith Dickscheid to Frank Perloff, Vincent Giordano and Gerald O. Kaye for $275,228. Mr. Kaye is former president of WNTA-AM-FM-TV Newark, N.J. Messrs. Giordano, Perloff and Kaye are with Friendly Frost Inc., appliance concern. Comrs. Robert T. Bartley and Robert E. Lee dissented.

• WMFS Chattanooga, Tenn.: Sold by B.F.J. Timm to Leon S. Walton for $180,000. Mr. Walton, president of Na-

CBS INCOME HITS NEW HIGH

Consolidated net income is $25 million

Record sales and consolidated net income for CBS Inc. have been announced by Board Chairman William S. Paley and President Frank Stanton. Income of $25,267,000 and sales (consolidated net) of $444,311,000 cover fiscal 1959 ending Jan. 2, 1960.

It was understood that this was the first time in CBS corporate history that its consolidated net income has passed the $25 million mark. Sales are at the highest point in the 32-year history of CBS.

Net income moved up from the $24,429,000 in a 53-week period in 1958 (last year's figure covers 52 weeks). The fiscal 1959 total represents a 3% increase. Sales went up $32,511,000, or 8% above the 1958 total.

Per share earnings for 1959 were $3.11 as compared to $3.01 per share (and adjusted for stock dividend) earned in 1958. At a board of directors' meeting Feb. 10, a first-quarter cash dividend of 35 cents per share on common was declared payable March 11, 1960. (Two cash dividends of 3% each were declared during the fiscal year 1959).

The statement by Mr. Paley and Dr. Stanton was in advance of the issuance of CBS Inc.'s annual report which is expected next month.

Large or Small

January Negotiations - Subject to FCC Approval

KSLA-TV	(VHF)	Shreveport, La.	$3,400,000
K C O M	(FM)	Omaha, Neb.	25,000
W K A Z	(AM)	Charleston, W. Va.	360,000
WTVP(TV)	(UHF)	Decatur, Ill.	600,000
K E N T	(AM)	Shreveport, La.	138,000
K N D Y	(AM)	Marysville, Kans.	45,000
W Y O U	(AM)	Newport News, Va.	130,000
W K C B	(AM)	Berlin, N. H.	157,500

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W. D. "Dub" Rogers, President and Gen. Mgr

tional Radio Representatives, Atlanta, is owner of KOPY Alice, and has an interest in KJET Beaumont, both Texas. Comr. Bartley dissented.

• WGNS Murfreesboro, Tenn.: Sold by WGNS Inc. to Regional Bcstg. Corp. for $100,000. Principal purchaser is William R. Vogel who has interests in KVOL Loveland, Colo. and WMMT McMinnville, Tenn. Comr. Bartley dissented.

Nominees announced for NAB Radio Board

Two nominees for each of eight NAB districts and four at-large posts have been nominated for Radio Board vacancies with final election ballots to be counted March 3.

Even-numbered NAB directorates will expire at the April 3-6 convention in Chicago, along with one each of the two at-large directors (representing large, medium, small and fm stations). Final ballots will be mailed Feb. 16.

Nominees for the 12 posts follow:

District 2—Simon Goldman, WJTN Jamestown, N.Y. (incumbent) and Michael R. Hanna, WHCU Ithaca, N.Y.

District 4—William T. Stubblefield, WAGE Leesburg, Va., and Jack Younts, WEEB Southern Pines, N.C. (incumbent).

District 6—Carter M. Parham, WDEF Chattanooga, Tenn., and F.C. Sowell, WLAC Nashville, Tenn. (incumbent and chairman of Radio Board).

District 8—J.M. Higgins, WTHI Terre Haute, Ind. (incumbent), and John F. Wismer, WHLS Port Huron, Mich.

District 10—Richard W. Chapin, KFOR Lincoln, Neb., and G. Pearson Ward, KTTS Springfield, Mo. (Ben B. Sanders, KICD Spencer, Ia., incumbent).

District 12—Matthew H. Bonebrake, KOCY Oklahoma City, and Allan Page, KGWA Enid, Okla. (Robert L. Pratt, KICD Spencer, Iowa, incumbent).

District 14—George C. Hatch, KALL Salt Lake City (incumbent), and Jay W. Wright, KSL Salt Lake City.

District 16—William J. Beaton, KWKW Pasadena, Calif., and Robert J. McAndrews, KBIG Avalon, Calif. (incumbent).

Large Stations—Paul W. Morency, WTIC Hartford, Conn., and John F. Patt, WJR Detroit (John H. DeWitt Jr., WSM Nashville, incumbent).

Medium Stations—Grover C. Cobb, KVGB Great Bend, Kan., and Alvis H. Temple, WKCT Bowling Green, Ky. (Frederick A. Knorr, WKMH Dearborn, Mich. (incumbent).

Small Stations—J.R. Livesay, WLBH Mattoon, Ill. (incumbent) and Robert T. Mason, WMRN Marion, Ohio.

Fm Stations—Merrill Lindsay, WSOY-FM Decatur, Ill. (incumbent) and Ben Strouse, WWDC-FM Washington, D.C.

PROGRAMMING

WGA, NETWORKS SUSPEND TALK

But writers union doesn't call a strike

Negotiations between Writers Guild of America and the tv networks for a new contract covering employment of freelance writers on tv film programs have been suspended. WGA has postponed calling a strike against the networks, however, presumably because the union is due to start negotiating with them for a new pact for staff tv film writers and those writing live tv and radio programs. The tv film agreement with ABC, CBS and NBC expired Jan. 31, after two previous extensions. The contract for live writers runs through March 31.

Breakdown of writers' negotiations with the networks was over the same issues over which WGA is now on strike against the alliance of television film producers and the tv divisions of the major motion picture studios. The Guild wants payments to writers when a tv series is sold abroad and extension of domestic residual payments beyond the present cut-off point at the sixth broadcast.

In a bulletin to its members on the status of tv film negotiations, WGA reported that the contract with independent packagers has been extended from Feb. 12 to March 12. Negotiations with these companies, who do not have financing or distribution agreements with the major studios and are not affiliated with ATFP, have not yet begun.

Despite the failure to make any headway with the WGA insistence that its members be given a share in revenues from sales abroad and increased residual payments at home, the union reported progress on other issues at meetings held with ATFP last week. "These producers," WGA told its members, "are maintaining their position that they will not make any move in the areas of foreign use and domestic reruns. Their present position on pay tv is unacceptable because, in part, it ties in with the concept of an extension of the theatrical box-office. In other important areas—speculative writing, authorized representatives, elimination of cut-offs, rights in literary material—progress is being made and discussion is continuing."

Concerning the major studio tv contracts, the Guild stated: "No meeting has taken place since Jan. 14. When negotiations broke off, the majors made it clear that they would not make any move in the areas of foreign use and domestic reruns. With respect to pay tv, it was their position that it was an extension of the box office and should be discussed in connection with the

theatrical motion picture contract. There was no agreement in the speculative writing area or other important areas where agreement has been reached with the networks or the alliance."

Negotiations with the networks, members were told, "were suspended last Friday (Feb. 5) when the networks submitted a package which did not include any movement in the area of foreign use or domestic reruns. Agreement has been reached with them on pay tv. Agreement has also been reached in several important areas, including speculative writing, authorized representatives and certain rights in material. Their package also included acceptable proposals in other areas.

"Pending further developments, the council has not set a strike date."

CBS Radio adopts programming rules

CBS Radio followed the lead of CBS-TV on Feb. 5 when it distributed an internal memorandum establishing new rules governing programming practices. They cover the same subject areas already treated by CBS-TV. In announcing the policies, CBS Radio President Arthur Hull Hayes said the network had instituted a "careful and detailed re-examination" of all operations, and although not finding any deceptions as serious as those of tv quiz programming, did find things that prevented it from saying all programs were "exactly what they purport to be."

New rules cover:

1. Games and contests, banning all high money quizzes and setting up qualifications for announcement of prepared elements in other shows that might not be obvious.

2. Interviews and discussion entertainment shows, again requiring announcement of prepared elements or limitations on area of questioning, and also requiring announcement of prerecorded elements.

3. Canned laughter or applause, which must be limited in use and identified as such when used.

4. News, public affairs, sports and information programs, requiring announcement of rehearsed elements, editing and pre-recording and advising discretion in use of sound effects. It also emphasized requirement for identifying opinion when used in CBS Radio programs, and for attributing that opinion to the organization which sponsors it, if any.

5. Identification of products or services, prohibiting direct or indirect identification of brand names except where "reasonably necessary and natural," permitting credit for products which are actually used on a program and contribute to it, and forbidding credit for prizes or gifts (which must be paid for under program budgets).

The radio rules went into effect Feb. 10.

ASCAP revenues up $1.5 million over '58

ASCAP revenues last year totaled $30,030,967, an increase of more than $1.5 million from the 1958 total, board member Arthur Schwartz told a west coast membership meeting in Los Angeles Wednesday (Feb. 10). Expenses of slightly more than $6 million left $23,982,560 available for distribution to members, a gain of $720,888 over the previous year. A total of $22,553,007 was distributed to members in four quarterly installments during 1959, he said.

ASCAP President Stanley Adams, in a review of the past year said that acceptance of the government consent decree (BROADCASTING, Jan. 11) clears the way for more businesslike and less troublesome relations between ASCAP

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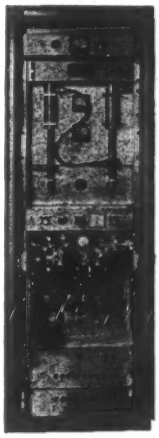

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and its broadcaster customers. Lower fees, he predicted, will be more than offset by economies in operating expenses and by the elimination of deduction taken by some broadcasters in the past. Mr. Adams reported that ASCAP now has 4,799 active writer members, 619 nonparticipating writers and 1,454 publisher members.

ANGLO ALLIANCE
British firm purchases Wrather's half of ITC

Associated Television Ltd. of London, England, is purchasing the half-interest of Independent Television Corp., New York, owned by Jack Wrather and John L. Loeb, senior partner, Carl M. Loeb, Rhoades & Co. investment house. The purchase price was not announced.

Result of the sale: The first foreign company of any consequence which both produces and distributes tv programming will do business in the U.S.

ATV is a publicly-held company, its chief ownership held by C. O. Stanley of the Pye Ltd. electronics firm in England, the Moss empires (theatrical interests) and the *London Daily Mirror*. A program contractor for British commercial tv stations in London and the Midlands. ATV also is in broadcasting in Australia and has been looking for broadcast interests in Canada.

Two Subsidiaries • ATV now will have two subsidiaries. Incorporated Television Co. producing and distributing for ATV in England, and Independent Television Corp. doing the same in the U. S. The British ITC owns such tv series as *Robin Hood, William Tell* and *Invisible Man*. The American ITC has *Ding Dong School, Sweet Success, Cannonball* and *Brave Stallion* in syndication.

ITC's *The Four Just Men* is in 155 markets in the U.S. and is on the full Canadian Broadcasting Corp. network and in 18 other countries; *Interpol Calling* is in 40 markets domestically and in 12 foreign countries with *Danger Man* and *Whiplash* (to be produced in Australia) soon to be released.

The Jack Wrather Organization owns *Lassie* and *The Long Ranger* which are nationally sold (on the networks) and *Sgt. Preston of the Yukon* (distributed by ITC). ITC during the past year sold *Fury* and *The Gale Storm Show* to the networks. It also has the rights to and distributes *Jeff's Collie*, re-runs of *Lassie*, and has the foreign right to *Lassie* and *Lone Ranger*.

Michael Nidorf, a former ATV vice president and at one time connected with General Artists Corp. (talent agency), represented ATV in negotiations with Messrs. Wrather and Loeb. In the new ITC (in the U.S.) Mr. Nidorf becomes chairman of the board, Walter Kingsly continuing as president and becoming a member of the board as well as Leslie Harris, now in charge of ITC's international production, and Morris Wright of Kuhn Loeb (investment house). Other board members will include Prince Littler (ATV's managing director) and Lew Grade (deputy managing director of ATV). Also active in ATV but not on ITC's new board: Norman Collins, deputy chairman of ATV and "father of British commercial tv."

O R S N

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

Feb. 15-19, 22-24 (6:30-7 a.m.) **Continental Classroom.**

Feb. 15-19, 22-24 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

Feb. 15-19, 22-24 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

Feb. 15, 22 (10-11 p.m.) **Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.

Feb. 16, 23 (8:30-9:30 p.m.) **Ford Startime,** Ford through J. Walter Thompson.

Feb. 16, 23 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

Feb. 17, 24 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Feb. 17, 24 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Feb. 18 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

Feb. 19 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Raymond Spector and Block Drugs through Grey Adv.

Feb. 20 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

Feb. 20 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

Feb. 20 (2:15 p.m.—to conclusion) **NBA Professional Basketball.**

Feb. 20 (4:30-5 p.m.) **Racing From Hialeah,** Phillies Cigars through Wermen & Schorr.

Feb. 20 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckardt.

Feb. 21 (1:30-2 p.m.) **Frontiers of Faith.**

Feb. 21 (8-9 p.m.) **Our American Heritage,** Equitable Life Assurance through Foote, Cone & Belding.

Feb. 21 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

Feb. 24 (10-11 p.m.) **Pontiac Star Parade,** Pontiac through MacManus John & Adams.

Closed circuit tv unaffected by decree

TelePrompTer Corp., New York, announced last week that its agreement with the Attorney General of New York, cancelling its ancillary (radio-tv-film) rights to the Ingemar Johansson-Floyd Patterson return bout will have no effect on its continued activity in the closed-circuit telecasting of boxing and other sports events.

TelePrompTer, its president, Irving B. Kahn, and the Attorney General entered into a consent decree on Feb. 5, under which the company cancelled its contract for ancillary rights to the bout (with Floyd Patterson Enterprises), and coincidentally the state's dissolution and anti-monopoly proceedings against TelePrompTer were terminated. Similar proceedings against Floyd Patterson Enterprises are still in effect.

Mr. Kahn pointed out that TelePrompTer, under the consent decree, did not waive the privilege of bidding or negotiating for the Johansson-Patterson ancillary rights, if it so desires. He stressed that TelePrompTer accepted the consent decree because "our counsel advised that long and costly action would be required to contest the proceedings," and because the telecasting of boxing "represent less than 10% of the company's total corporate revenue."

JAZZ IS SERVED
WNCN-FM night block offered by new firm

There is a need in radio for continuous and varied programming to reach a growing and responsive audience of adult jazz buffs.

This is the premise behind the formation of a new production company, Communicating Arts Corp., which is implementing its conviction by providing WNCN-FM New York with 35 hours per week of jazz programming fare—news, live interviews, Broadway, dramatic and literary coverage, plus varied music formats.

CAC officials view their efforts at WNCN-FM as a testing ground for expansion of their service to other radio stations throughout the country. The project was kicked off at WNCN-FM Feb. 1.

Dough-Re-Mi Data • The company's arrangement with the station is to supply the programming and receive its compensation on the basis of advertising sold. It is understood that an initial contract, which runs for 18 months, stipulates that CAC will pledge a minimum monetary guarantee. All advertising revenues will be split on a prearranged scale. CAC officials said its arrangement has been approved by the FCC, and stressed that the contract specifies that WNCN-FM has final word on programming and will share in syndication rights.

Thomas B. Wilson Jr., CAC president, said that the company, in conjunction with the sales staff of WNCN-FM, is attempting to line up sponsors. CAC believes that its concept of programming jazz material on a continuous basis, five hours a night, seven nights a week, will heighten sponsor identity. With slight variations, the programming is on a Monday-through-

Sunday basis (10 p.m.-3 a.m.).

CAC has an option to extend its programming under a similar arrangement with three other stations of the Concert Network (of which WNCN-FM is a part)—WBCN-FM Boston, WHCN (FM) Hartford and WXCN-FM Providence, R.I. CAC plans to offer the various programs for syndication to other radio stations.

The three operating officials of CAC formerly were junior executives of United Artists Records. They are Mr. Wilson, president; DeDe Daniels, program manager, and Ron Nackman, treasurer. Mr. Wilson and Miss Daniels have had radio programming experience in the jazz field, and both appered occasionally on CAC-produced broadcasts.

WISN-TV cameraman wins top photo award

WISN-TV Milwaukee, emerged with the lion's share of awards in television newsreel competition conducted by the Wisconsin Press Photographers Assn.

The Hearst station captured three out of four first places and 10 of the 16 total awards in the fields of news, sports, documentary and features. The awards were announced at WPPA's annual banquet Jan. 30. Other winners were WITI-TV that city and WMTV (TV) Madison. John Dunar, WISN-TV, was chosen "Television Cameraman of the Year."

Complete list of winning cameramen, stations and their subjects follows:

News—(1) John Dunar, WISN-TV, "Jet Crash"; (2) Charles Sciurba, WISN-TV, "Fatal Fire"; (3) Charles Sciurba, WISN-TV, "Deadly Playground"; (4) Don Schmitt, WMTV (TV) Madison, "Southwest Wisconsin Flood"; (5) Don Schmitt, WMTV (TV) Madison, "First Dane County Traffic Fatality".

Sports— (1) John Dunar, WISN-TV, "Bowling Champs in Action"; (2) Don Heilemann, WITI-TV, "Around the Track"—Elkhart Lake, Wis.; (3) John Dunar, WISN-TV, "Speed Skating"; (4) John Dunar, WISN-TV, "High School Swimming Meet"; (5) John Dunar, WISN-TV, "Miller Open Golf Tournament".

Documentary—(1) Bob Homberg, WITI-TV, "New Archbishop"; (2) Charles Sciurba, WISN-TV, "Submarine"; (3) George Plinderleith, WMTV (TV) Madison, "Governors Review Air Guardsman".

Feature—(1) Charles Sciurba, WISN-TV, "Easter Bonnet Shopping"; (2) John Dunar, WISN-TV, "Living Nativity"; (3) Bob Homberg, WITI-TV, "Boiler Nun".

Batter up

A new half-hour series film offered for syndication by Ziv Television Programs spotlights a batting competition among star batsmen of major league teams. Titled *Home Run Derby*, the series will present two sluggers in each episode. They will compete in a home run contest for prizes ranging from $3,000 to $10,000 a game. The first battle will pit Mickey Mantle of the New York Yankees with Willie Mays of the San Francisco Giants. The amount of prize money will depend on the number of home runs blasted by the participating star in each episode.

EQUIPMENT & ENGINEERING

CBS Labs' develops 'Photoscan' system

CBS Labs, Stamford, Conn., last week announced the development of an all-electronic, high resolution to reconnaissance system for use in combat surveillance. It is called the Photoscan System and is said to be "the first" of its kind.

Dr. Peter C. Goldmark, president and director of research for CBS Labs, said the system is capable of "virtually instantaneous transmission" from manned or unmanned vehicles to other airborne relay stations or to ground receiving equipment. He noted that Photoscan provides "far higher definition than conventional television techniques," which have approximately 500 lines of resolution while the Photoscan picture has more than 10,000 lines.

He explained that in the Photoscan System, an entirely new type of airborne electronic scanner, processes the visual image obtained from an aerial camera or other sensing device and converts the image to an electronic signal. The signal then is transmitted to another airborne relay station or directly to the specially designed receiving equipment on the ground. New image enhancement techniques, he said, are applied to the signal before reconstituting the original image for nearly instantaneous viewing and storage on film.

One of the key components of the system, he said, is a cathode ray tube developed and produced by CBS Labs —the Line Scan tube. He claimed the tube represents an "entirely new approach" to scanning and transmitting photographic or other visual information and is the only known device which permits the transmission and reception of such material, regardless of the amount of detail and with no loss of resolution.

Radio-tv sets up

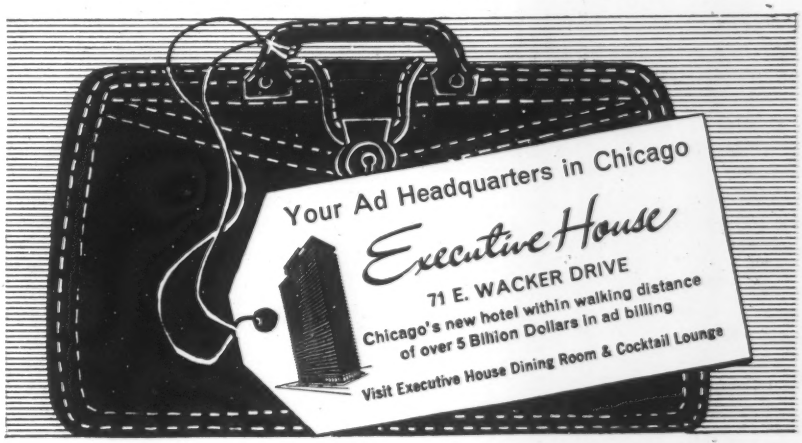
Radio and tv set production and sales for the year 1959 continued an upward spiral—with radio taking a zooming jump in production (the highest since 1948) and a modest increase in retail sales and with tv moving upward in both production and sales.

Here are the year-end figures reported by Electronic Industries Assn. last week:

Period	Production	Retail Sales
	Television	
1959	6,349,380	5,748,676
1958	4,920,428	5,140,082
	Uhf Television*	
1959	435,571	
1958	418,256	
	Radio	
1959	15,622,357	8,897,451
1958	12,577,243	8,631,344
	Fm Radio*	
1959	540,522	
1958	376,114	

(last six months only)

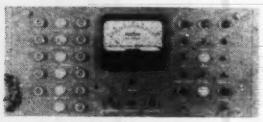
* Included in overall production figures.


Your Ad Headquarters in Chicago
Executive House
71 E. WACKER DRIVE
Chicago's new hotel within walking distance
of over 5 Billion Dollars in ad billing
Visit Executive House Dining Room & Cocktail Lounge

SIMPLE-RELIABLE
REMOTE CONTROL

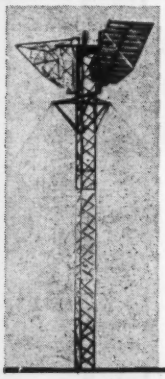
Studio Control Unit

Continental's dependable Transmitter Remote Control offers simplified logging with single meter; all-relay pushbutton control of one or two transmitters. It may be operated over a single phone line, and is ideally suited for directional stations. Write for details today.



Transmitter Control Unit

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd.
Dallas 27, Texas EV 1-1135
SUBSIDIARY OF LING-ALTEC ELECTRONICS, INC.



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Portable Buildings and Complete Systems for all Communications Purposes

TOWER
CONSTRUCTION CO.
2723 HAWKEYE DR. SIOUX CITY, IOWA

Tower Fabricators and Erectors the World Over!

MAIL TODAY! FOR 1959 CATALOG!
TOWER CONSTRUCTION CO.
2723 HAWKEYE DRIVE
SIOUX CITY, IOWA
NAME:
ADDRESS:
CITY: ST:

FATES & FORTUNES

Broadcast Advertising

• NATHAN A. TUFTS, head of Los Angeles office of Johnson & Lewis Adv., San Francisco, elected vp. He previously was with BBDO, J. Walter Thompson Co. and Ruthrauff & Ryan.

MR. TUFTS

MR. PAN

• ANTHONY J. PAN, vp and commercial production director of Lennen & Newell, N.Y., named senior vp. He has been with Agency since 1953. Prior to joining L&N, Mr. Pan was executive producer at William Esty Co. and producer-director at RKO-Pathe.

MR. WALSH

• CHRISTY WALSH, in charge of Ogilvy, Benson & Mather's Beverly Hills office, elected vp. Mr. Walsh formerly was broadcast supervisor and production supervisor at Ted Bates, Inc., N.Y.

• BENJAMIN J. GREEN, account supervisor at Arthur Meyerhoff & Assoc., Chicago, elected vp.

• JOHN S. PINGEL, vp of Brooke, Smith, French & Dorrence Adv., Detroit, elected executive vp and member of board. BLOUNT SLADE, vp, named senior vp and member of board. HAL E. RUMBLE, manager of media department, ROBERT E. WILDS, account executive, and RICHARD D. GAUL, art director, New York office, all named vps. Other promotions: ROBERT R. WOODWARD appointed media director and JOHN MERCER director of graphic arts.

• H. E. MCDONALD and WRIGHT NODINE both elected vps of Fitzgerald Adv., New Orleans. Mr. McDonald, succeeds LEONARD GESSNER who retires. Mr. Nodine is account executive on Wesson Oil (shortening). Other appointments: JOHN HOULAHAN named research director and RICHARD FELDER, print media director.

• JOHN S. THOMAS, formerly vp and account supervisor of Taskett-Hogle, Seattle, Wash., advertising agency, to Grant Adv., that city, as director of client services.

• EDWARD W. DANIEN, president of Precision Plastics Co., Philadelphia, appointed to board of directors of Lavenson Bureau of Adv., that city.

MR. JAMES

• WILLIAM J. JAMES, account executive with Tracy - Locke, Dallas advertising firm, appointed executive vp in charge of consumer products accounts. FREDERICK E. ROWE promoted from account executive to vp in charge of industrial and financial accounts. LARRY DUPONT, director of radio and tv, also appointed vp. Mr. James, with Tracy - Locke since 1951, will have charge of all clients who market consumer goods. Mr. Rowe heads all accounts in industrial and financial fields. Mr. DuPont, tv network pioneer with NBC-TV, continues his present duties in addition to assuming new management responsibilities.

MR. ROWE

MR. DUPONT

• J. MARK HIEBERT, president of Sterling Drug Inc., N.Y., elected board chairman, succeeding JAMES HILL JR., who was killed in a Paris auto accident Jan. 27.

• ROBERT WELSH, formerly assistant account executive in Detroit office of Kenyon & Eckhardt, named manager of agency's San Francisco branch.

• ANTHONY C. KUPRIS named vp of Communications Affiliates Inc., sales promotion, pr and research service group of McCann-Erickson Inc., N.Y.

• PAUL ANDREWS, commentator on WOR and WABC, both New York, named vp of Harbert Assoc., advertising and pr firm, Bloomfield, N.J., Mr. Andrews will headquarter in New York.

• CLAIRE CRAWFORD, formerly with WORL Boston, appointed vp in charge of radio for E.F. Wheeler Adv., that city.

• MRS. BETTY L. CRADDOCK, formerly media director of Adams & Keyes, Los Angeles, to MacManus, John & Adams, that city, in similar capacity.

• LEONARD ARNOW, formerly head of own pr firm in New York, joins Fuller & Smith & Ross, that city, as pr director.

• JOE DINE, formerly head of own pr firm and prior to that director of press information at NBC, joins press department of Ted Bates & Co., N.Y.

• RICHARD S. LOPATA, MAURICE L. FISHER and C. DUFFIELD CLARKE appointed vps of Sales Communication Inc., division of Communications Affiliates Inc., N.Y. Mr. Lopata is manager of SCI's Chicago office. Messrs. Fisher and Clarke are account service directors.

• WILLIAM D. MORRISSEY, account executive and pr staff member with Ketchum, MacLeod & Grove, Pittsburgh, rejoins Smith, Taylor & Jenkins Adv., that city, as tv director and member of account service group. He was with ST&J three years ago.

• ROBERT ALLEN, formerly account executive with Guild, Bascom & Bonfigli, S.F., named manager of Chicago office.

• JOHN CHAPIN elected vp and appointed account supervisor on Electric Auto-Lite Co. for Grant Adv., Chicago.

• FRANK F. PATTERSON, formerly advertising manager of Franco-American Products for Campbell Soup Co., joins plans-marketing department of N.W. Ayer & Son, Philadelphia.

• NORMAN VALE, account executive with Grey Adv., N.Y., to Sullivan, Stauffer, Colwell & Bayles, that city, in similar capacity.

• NORMAN K. STEEN and FRANK J. LIONETTE appointed account executives at Kenyon & Eckhardt, N.Y. Mr. Steen moves from merchandising to account management; Mr. Lionette was formerly account executive at Benton & Bowles, N.Y.

• THOMAS A. BURKE, account executive with Fletcher Richards, Calkins & Holden, N.Y., to Donahue & Coe., that city, in similar capacity.

• TIMOTHY O'LEARY, head timebuyer at Reach, McClinton, N.Y., named account executive.

• CHARLES MANNO, FRANCES VON BERNHARDI, CLEMENT A. BOEHME and LORI HANLEY, join N.Y. office of N.W. Ayer & Son, Philadelphia, Pa. Mr. Manno, formerly national program director at ABC Radio, N.Y., becomes commercial producer in radio-tv department. Miss von Bernhardi, formerly casting director at Frank Hummert Production Co., to radio-tv department in similar capacity. Mr. Boehme joins pr department, and Miss Hanley joins radio-tv department as associate producer.

• THOMAS V. MAHLMAN JR. joins executive staff of American Assn. of Adv. Agencies, New York. He previously was with Benton & Bowles and J.M. Mathes.

• JOHN L. BECK promoted from sales promotion manager to advertising manager of Rainbow Crafts Inc. (Play-Doh and Wood-Doh modeling compounds), Norwood, Ohio.

• ALEXANDER CORSON joins Gray & Rogers, Philadelphia advertising-pr firm.

• RICHARD REIBOLD, tv commercial producer with Lennen & Newell, Los Angeles, appointed director of radio-tv, that office.

• DAVID B. SIEGEL, formerly with N.W. Ayer & Son, Detroit, to Ross Roy, that city, as director of radio and tv.

• JEREMIAH C. HARMON appointed creative director of Fuller & Smith & Ross, Cleveland office. He previously was copy chief for BBDO, Pittsburgh.

• JOHN MURPHY named director of market research for Coty (cosmetics).

• WILLIAM H. KINGSTON, formerly with Campbell Soup Co., Camden, N.J., named director of marketing research for 20 Mule Team Products Dept. of U.S. Borax & Chemical Corp.

• ROBERT H. HIGGONS, formerly account executive on Lever Bros. at Ogilvy, Benson & Mather, N.Y., to Ted Bates, there, as account executive on Standard Brands.

• LIZ VOSBERG and EDWARD COHEN join Wermen & Schorr, Philadelphia,

SDX names broadcasters to committees

Broadcasters figured prominently in national committee assignments made last week by Sigma Delta Chi., national professional journalism fraternity. Among chairmen named for the 15 standing groups, announced by V.M. NEWTON JR., national SDX president and managing editor of the *Tampa* (Fla.) *Tribune*, were:

WILLIAM SMALL, news director of WHAS-AM-TV Louisville, ethics code; JAMES A. BYRON, news director, WBAP - AM - TV Fort Worth, fellows nominating; HOWARD L. KANY, international business relations director, CBS New York, national convention and SOL TAISHOFF, editor and publisher of BROADCASTING, nominating. Mr. Newton again heads the freedom of information committee, which also includes THEODORE F. KOOP, CBS Washington news and public affairs director.

Other committees and their members: National convention — DR. FRANK STANTON, president of CBS Inc.; ROBERT W. SARNOFF, board chairman of NBC; LEONARD H. GOLDENSON, president of American Broadcasting - Paramount Theatres Inc. and ABC; FRANK BLAIR, NBC commentator, and DOUGLAS EDWARDS, CBS news correspondent; professional chapter program—TOM WHALEN, WBAP - AM - TV Fort Worth; fellows nominating — Mr. Taishoff, and honor awards—Mr. Newton. VICTOR A. BLUEDORN, SDX executive director, was appointed historian.

Other chairmen are R.K.T. LARSON, associate public service editor, *Virginian Pilot*, historic sites ceremony; RICHARD H. LEONARD, *Milwaukee Journal*, historic sites nominating; BERNARD KILGORE, president, *Wall Street Journal*, honor awards; LELAND M. HAWES, *Tampa* (Fla.) *Tribune*, international expansion; ROBERT J. CAVAGNARO, general executive, *Associated Press*, national by-laws, ED THOMAS, public information manager of Southern Bell Telephone & Telegraph Co., professional chapter program; HOWARD ALLEN, vp public relations director, Johns-Manville Co., public relations; SIDNEY GOLDFISH, research director, *Minneapolis Star & Tribune*, research; H. EUGENE GOODWIN, director of School of Journalism, Penn State U., undergraduate chapter program, and G. MARVIN SHUTT, National Sporting Goods Assn., ways & means.

State chairmen are BOB F. BUTZ, KLZ-TV Denver, for Colorado; DANIEL W. KOPS, WAVZ New Haven, Connecticut; ROBERT R. FAHS, WDSU-AM-TV New Orleans, Louisiana; MYER D. ERLICH, WWNH Rochester, New Hampshire and ENOCH A. MOFFETT III, WBTV (TV) Charlotte, North Carolina.

as timebuyer and copywriter, respectively.

The Media

• ROGER G. BERK, vp and general manager of Summit Radio Corp., Akron, Ohio, (WKAR - AM - TV

MR. BERK

MR. HENRY

Akron), joins Biscayne Television Corp. (WCKR-AM-FM and WCKT [TV] Miami) as executive in charge of radio operations. He also continues his responsibilities with the Summit Radio Corp. ALAN HENRY, formerly general manager of WNHC New Haven, Conn., to WCKR-AM-FM in similar capacity. He previously was vp and general manager of KXEL Waterloo-Cedar Rapids, Iowa.

• RICHARD L. LINKROUM, NBC-TV director, Special Program Sales, for past two years, appointed director, Special Programs, succeeding HERBERT SUSSAN, who resigned. EDWIN S. FRIENDLY JR., general sales executive, succeeds Mr. Linkroum. Mr. Linkroum, with NBC-TV since 1953, served as producer and executive producer of *Home* and *Jack Paar Show*. Mr. Friendly was with CBS-TV as producer of *The Jimmy Dean Show*.

• ELLIS E. ERDMAN, president-general manager of Ivy Broadcasting Corp., elected president of newly-acquired Northeast Radio Network, regional fm stations in upper New York State. Others elected: JAMES J. CLYNES JR., executive vp and secretary; JOEL FLEMING, vp-network manager and GERALD CUSHING, assistant vp-engineering.

• MRS. DOLORES L. BIGELOW, formerly with Burton Bigelow, management consultants, New York, appointed station manager of WILZ St. Petersburg Beach, Fla., and treasurer of Holiday Isles Broadcasting Co., succeeding JACK FAULKNER. Other appointments: C.L. SPENCE, vp; KNIGHT L. AULSBROOK, secretary and corporation attorney; GLEN DILL, publicity and pr director and DON KIMBERLIN, chief engineer.

• JAMES J. WYCHOR appointed general manager of WKEE-AM-FM Huntington, W.Va., succeeding ROBERT S. BOYD who resigned. Mr. Wychor previously was station manager of WTRU Muskegon, Mich.

Olympic salesman • JOHN MAYASICH, fulltime salesman for WFRV-TV Green Bay, Wis., changes uniforms as he prepares to lead the U.S. Hockey team into the Winter Olympic games at Squaw Valley, Calif., this week. He also is player-coach of the league-leading Green Bay Bobcats of the Central Hockey League and was high scorer for the U.S. team in the 1956 Olympics.

• BILL SHAW, vp and general manager of KSFO San Francisco, named supervisor of KVI Seattle, Wash., both Golden West Broadcasting stations. Mr. Shaw will retain his responsibilities with KSFO in addition to his new duties.

MR. SHAW

• CHARLES DENNY, formerly with WBNY Buffalo, N.Y., named general manager of WMCK Pittsburgh.

• HASKELL JONES, formerly with KCMC-TV Texarkana, Tex., rejoins KXAR Hope, Ark., as general manager. He previously was with KXAR from 1951-56. He succeeds L.B. TOOLY who resigned to accept position with Dallas electrical firm.

• CARL G. BRENNER, formerly vp of Azreal Productions, Baltimore, appointed general manager of WMBD, that city.

• JACK TIMMONS, commercial manager of KWKH Shreveport, La., named assistant manager.

• FRED D. BRANDT, director of remote broadcasting and music of WGTS-FM Washington, appointed acting chief engineer, succeeding W.J. KEITH who resigned. LINDA MILLER succeeds Mr. Brandt.

• JAY ELSON, formerly assistant manager of KRIC Beaumont, to KPAC Port Arthur, both Texas, as station manager.

• HAL DAVIS, formerly owner of own advertising-pr agency, named advertising director of Crowell-Collier Broadcast Div. (KFWB Los Angeles, KEWB San Francisco-Oakland and KDWB St. Paul, Minn.). ALLEN MACDONALD, formerly manager of KRAM Las Vegas, Nev., joins KFWB as sales development executive. BILL ANGEL, assistant to vp of KFWB, becomes acting air personality for all-night program.

• ANDY OCKERSHAUSEN, national sales representative for WMAL - AM - TV Washington, named sales manager of WMAL-AM-FM.

MR. OCKERSHAUSEN

• ANN MARR, air personality with WBAL-TV Baltimore, appointed national sales coordinator.

• STEPHEN A. FLYNN and JOSEPH IARICCI appointed director of station sales, station clearance, sales services, and director, sales administration, respectively, for NBC-TV network sales. Mr. Flynn was head of sales services; Mr. Iaricci, manager of contract services. Other appointments: DEAN CRAIG, GINO CONTE and GEORGE HABIB, all with production department of NBC's Pacific Div., promoted to manager, Telesales; manager, Production Services, and manager of Unit Managers, respectively.

• PARKER DAGGETT, local sales manager of WRIT Milwaukee, named general sales manager. He has been with stations since 1949. Previously he was district sales manager of Miller Brewing Co., that city.

MR. DAGGETT

• DONALD H. DROEGKAMP, formerly assistant secretary of Transport Co. of Milwaukee, named assistant sales manager of WOKY, that city. DICK LORENZ promoted from account executive to senior account executive. WILL FISCHER joins sales staff as account executive.

• TED MCKINSTRY, program director of KSHO-TV Las Vegas, Nev., assumes additional duties as operations manager.

• DAN BELLUS, with sales staff of Transcontinent Television Corp., New York, promoted to director of advertising and promotion, succeeding GORDON HELLMAN who resigned. TTC owns: WGR-AM-FM-TV Buffalo and WROC-TV Rochester, both New York; WNEP-TV Scranton - Wilkes Barre, Pa., KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, both California.

• BILL ANDREWS joins KFJZ-TV Dallas as national sales manager.

• LARRY CAROTHERS, formerly on sales staff of KASE Austin, Tex., to KVET, that city, as director of station and sales promotion. LARRY WORRELL, announcer, promoted to chief announcer. DAVE SMITH, assistant manager in charge of national and regional sales, named director of news, in addition to current responsibilities.

• D. H. PINSKER, formerly remote production manager - director - announcer with KETA-TV, KOKH-FM-TV (educational radio-tv) Oklahoma City, joins WITI-TV Milwaukee.

• HARRY R. LAPMAN, formerly assistant promotion manager of WTRF-TV Wheeling, W. Va., appointed director of sales promotion of WCAU-TV Philadelphia. NORRIS GRANT appointed assistant to vp and general manager of WCAU and MIKE GRANT, newscaster-producer, appointed program manager.

• NAT TUCKER, program supervisor of WBTV (TV) Charlotte, N.C., appointed assistant program operations manager.

• MEL LEEDS, program director of WINS New York, resigns.

• ALVIN PERLMUTTER, director of public affairs of WRCA-TV New York, appointed program manager.

• BILL WOLF, formerly radio-tv director of Advertising Agencies Inc., Los Angeles, joins advertising and sales promotion departments of KNX, CBS-Radio Pacific Network, that city.

• LEON DREW, program director of KMOX-TV St. Louis, to KNXT (TV) Los Angeles, in similar capacity, effective March 1.

• WILLIAM T. MCKIBBEN, assistant to vp of WIL St. Louis, appointed chairman of broadcasting commission of Metropolitan Church Federation of St. Louis.

• ALBERT W. OBERHOFER and WILLIAM SCHRANK join Avery-Knodel, N.Y. Mr. Oberhofer, formerly salesman for Bolling Co., that city, named to radio sales staff in Chicago office. Mr. Schrank, formerly research director of Radio Advertising Bureau, named radio research specialist with headquarters in N.Y.

• MRS. SHIRLEY DIXON, formerly operations manager of KFMB-TV San Diego, named assistant to station manager.

• JAMES E. GREELEY, Washington attorney, named Washington partner of Spear, Hill & Greeley, New York and Washington law firm specializing in administrative and corporate practice. Firm is comprised of Harvey M. Spear and Thomas W. Hill Jr. in addition to Mr. Greeley, who for many years was with Washington office of Cahill, Gordon, Reindel & Ohl.

• WALTER DORRELL, with sales staff of WNHC - TV Hartford - New Haven, Conn., appointed to Blair-Tv's sales staff, Boston, as account executive. Mr. Dorrell previously was research analyst for Weiss & Geller.

MR. DORRELL

• KIP JAMISON, pr staff of WBKB (TV) Chicago, to WGN-AM-TV, that city, in similar capacity, succeeding CHARLES CARNER, who resigns to freelance.

• NANCY HANSCHMAN, member of CBS Washington news staff, named news correspondent. She is first woman ever to hold such position with CBS News, Miss Hanschman is associate producer of *Face The Nation*.

MISS HANSCHMAN

• JOHN D. STEBBINS, for 11 years vp in charge of Chicago office of Bolling Co., station rep, joins Hamilton, Landis & Assoc., station broker, in Washington, D.C., office.

• BOB TREBOR joins WGAR Cleveland as announcer-host. He previously was freelanch actor in London.

• ROBERT F. CRONIN named new business development manager, midwest division of Broadcast Times Sales, N.Y. radio rep. He formerly was with WBBM Chicago.

• COREY ALLEN, CARL TILLMANNS and ROBERT WILLIAMS all join CBS-TV sales department, N.Y., as account

MIDWEST DAYTIMER—5000 watts—$95,000.00, 29% down. Profitable. Grossing approximately $75,000.00.

WESTERN STATES—VHF TELEVISION STATION—Network affiliate operating in black. December's cash gross was $30,000.00. Priced at $420,000.00 with $120,000.00 down and balance over seven years.

ROCKY MOUNTAIN STATE—1 kw daytimer—excellent dial position. Can go full time. City zone in excess of 30,000 population. Price is $125,000.00 with 29% down and the balance paid out over ten years.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D.C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
John D. Stebbins	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
1737 DeSales St. N.W.	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671
EXecutive 3-3456			

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

WHDH-TV
BOSTON, MASSACHUSETTS
HAS JUST HOPPED ON THE
BIG MAC
GRAVY TRAIN!

with NABISCO CEREALS SPONSORING
½ HR A WEEK FOR 26 SOLID WEEKS!
GET COMPLETE DETAILS FROM:
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UNITED ARTISTS ASSOCIATED, INC.

HARVEY
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AMPEX
Equipment and Parts
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HARVEY RADIO CO., INC.
103 W 43rd ST NEW YORK 36 N Y JU 2-6380

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

executives. Mr. Allen formerly was new programs coordinator at Sullivan, Stauffer, Colwell and Bayles, that city. Mr. Tillmanns was previously with NBC-TV sales and Mr. Williams, with CBS-TV Spot Sales.

• BERNARD LONDON, formerly producer-director with Kudner Agency, New York, named sports director of WOR-TV, that city.

• BART STARR, professional football player (Green Bay Packers), joins WATV Birmingham, Ala., as sports director and account executive.

• HAL O. KNUTSON, formerly vp of Steller-Miller-Lester Adv., Los Angeles, to KLAC, that city, as account executive.

• ERIC ROSS, formerly on sales staff of KICN Denver, to KOSI, that city, in similar capacity.

• BRUCE F. SMITH, formerly assistant director and city editor of Boston U. news bureau, named news editor of WPLM Plymouth, Mass.

• A.W. KRAMER, formerly with John H. Mullaney, Washington radio-tv consulting engineer, forms own company in DeFuniak Springs, Fla.

• WAYNE FARRAR, formerly announcer with WTON and WAFC, both Staunton, named program director of WBCI Williamsburg, all Virginia.

• BOB LEONARD, formerly assistant program manager of WROW Albany, N.Y., to WKNB West Hartford, Conn., as program director.

• SHELDON PETERSON, WTCN Minneapolis, elected president of Northwest Radio-Tv News Association, succeeding JAMES W. SCHWARTZ.

• ROBERT D. KASMIRE, coordinator of special projects in corporate planning department of NBC, N.Y., becomes coordinator, corporate information.

• BERNARD H. BUTTLER appointed manager of United Press International Columbus (Ohio) bureau, succeeding HASKELL SHORT, named Ohio news manager.

• JOSEPH BUCHANAN, formerly with WSM Nashville, Tenn., appointed special events director and mobile newsman of WOWO Ft. Wayne, Ind.

• RICHARD J. MULLER, news director with WNBC-TV Hartford, Conn., to KDKA-TV Pittsburgh, in similar capacity.

• GARY S. FRANKLIN, formerly assistant news director of WJZ-TV Baltimore, to KYW-AM-TV Cleveland as news director.

• GEORGE LORD, with news staff of WCAU Philadelphia, appointed news director.

• PAT JORDAN, formerly producer with Mutual Broadcasting System, joins WNTA, Newark, N.J.

• WILLIAM L. SNYDER, manager of Detroit office of Harrington, Righter & Parsons (station rep), to New York sales staff. KENNETH L. BROWN succeeds Mr. Snyder.

• HAL FISHER, formerly on sales staff of WHOT Youngstown, Ohio, to WGRD Grand Rapids, Mich., as account executive.

• PALMER PAYNE, formerly news director of WGIR Manchester, N.H., appointed morning news editor of WPTR Albany-Schenectady-Troy, N.Y.

• DWAYNE RILEY, formerly news director of WKNX-TV Saginaw, Mich., joins news staff of WWJ Detroit.

• ROBERT J. BOYNE, account executive with Buss, Bear & Assoc., Los Angeles, appointed director of publicity, sales promotion and advertising of KFI, that city.

• LAWRENCE J. SCHLANSER, formerly account executive with Top Value Enterprises (trading stamps), to WSAI Cincinnati, in similar capacity.

• LAWRENCE WYNN, formerly with Independent Television Corp., joins sales staff of WABC New York.

• JOHN MCDOUGALL joins KSTP-AM-TV Minneapolis as newscaster.

• WAYNE JOHNSON, announcer-newscaster-personality with WERE Cleveland, resigns to enter real estate field.

• GEORGE COOPER, formerly program director with KITE San Antonio, to KONO, that city, as air personality.

• TOM LUEDERS, formerly writer-announcer with WKOW Madison, to WTMJ-AM-TV Milwaukee, both Wisconsin, as staff announcer.

• ART FINLEY, formerly with KABL Oakland, Calif. as air personality-announcer, to KSFO, San Francisco in similar capacity.

• LEE VOGEL, formerly moderator-announcer with WHB Kansas City, Mo., to WMAQ Chicago, as host and personality.

• DAVE WOOD, formerly air personality with WJPS Evansville, Ind., to WHEW West Palm Beach, Fla., in similar capacity.

• DON RUSSELL, formerly with NBC's *Monitor*, to WSM Nashville, Tenn., as personality and announcer.

• AL CITRON, formerly air personality and announcer with WSIC Statesville, to WLOS Asheville, both North Carolina, in similar capacity.

• DOLORES WRIGHT, formerly with WKRS Waukegan, Ill., to WAAF Chicago as music librarian.

• BILLY JOHNSON joins WKRC-TV Cincinnati as air personality.

• SAM DEVINCENT, formerly personality with WOWO Fort Wayne, Ind., appointed head of music library.

• EBIE ENSIGN named assistant music director of Herald Tribune Radio Network.

• AL FOX, air personality with WWDB Miami, to WNTA Newark, N.J., in similar capacity.

Programming

MR. FLYNN

• HENRY R. FLYNN, general manager of Crosby/Brown Productions, promoted to vp. PETER M. ROBECK named vp in charge of sales. ED SIMMELL promoted to western sales manager.

• DAVID CHASMAN, formerly with Grey Adv., N.Y., and special consultant for Universal Pictures and 20th Century Fox, named advertising manager of United Artists Corp., N.Y., succeeding JOSEPH GOULD who accepts similar position with Paramount Pictures Corp., that city.

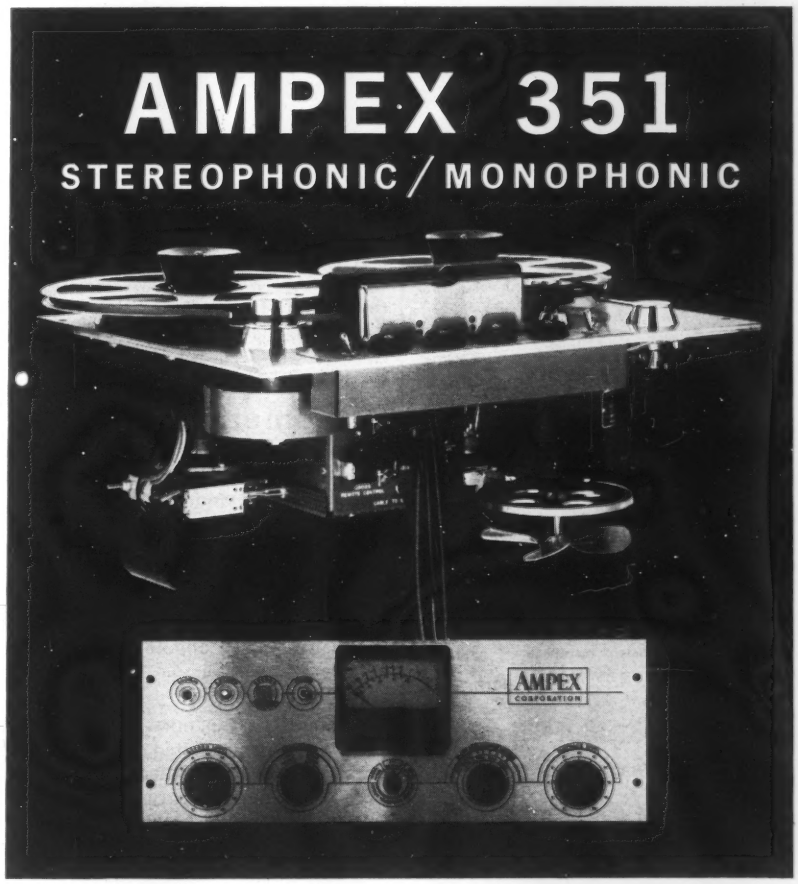
• MAX K. CALLISON, formerly sales executive with Capitol Records Distributing Corp., rejoins firm as field sales development coordinator. He had resigned last month for personal reasons. STANLEY M. GORTIKOV appointed director of corporate development for Capitol Records Inc.

• FRAN HARRIS, casting director and associate producer at McCann-Erickson, N.Y., appointed head of tv dramatic department of People & Productions Inc., talent organization, that city.

• JACK CONRAD, formerly executive assistant at Dallas Jones Productions, Chicago, to Sarra Inc., that city, in executive capacity.

• MYRON L. LEISER and HARRY M. HARKINS join staff of Hollywood Tv Service Inc., as sales representatives.

• VINTON FREEDLEY JR., formerly director of sales at Trident Films Inc., N.Y., to Ziv Television Programs, N.Y., as executive in syndication sales division.



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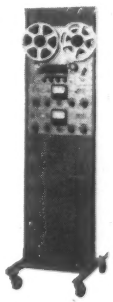

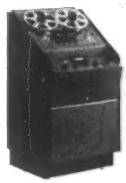

Ampex Professional Tape Recorders have been selected for official use at 1960 Winter Olympics, Squaw Valley, California

VIII OLYMPIC WINTER GAMES CALIFORNIA 1960

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AMPEX PROFESSIONAL PRODUCTS COMPANY
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CORPORATION
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• DON GRAHAM, formerly news director with WCFI Chicago, who for past year operated own pr firm there, named midwest division merchandising representative for Paramount Pictures, N.Y.

• THOMAS WOLF, partner-writer-producer with U.S. Productions, N.Y., to produce new *Tomorrow* series for CBS-TV.

• WILLIAM FRYE, formerly producer of *General Electric Theatre* and executive producer of Revue Productions' *The Deputy* and *Johnny Staccato*, appointed producer of special projects for Revue.

Equipment & Eng'ring

• MARVIN R. ZIDEL, formerly sales manager with Bell Electronics Corp., Los Angeles, appointed U.S. distributor sales manager of Pacific Semiconductors, Culver City, Calif.

• FRED H. O'KELLY JR., New York regional manager on corporate marketing services staff for Raytheon Co., Waltham, Mass., appointed marketing manager of commercial apparatus and systems division.

• JAMES O. WELDON and LEE D. WEBSTER both elected to board of directors of Ling-Altec Electronics, Dallas. Mr. Weldon, president of Continental Electronics Manufacturing Co., subsidiary of Ling-Altec, also promoted from vp to executive vp. Mr. Webster is vp and secretary-treasurer of Ling-Altec.

• CARL BOYER JR. appointed chief engineer of Rubicon Instruments Div., Philadelphia, subsidiary of Minneapolis-Honeywell Regulator Co. He previously was elevation engineer for firm's Brown Instruments Div.

• JOHN SOLDAVINI named controller at Foto-Video Laboratories Inc., Cedar Grove, N.J.

• DR. LEON S. NERGAARD and DUANE C. BROWN named 1959 recipients of RCA's David Sarnoff Outstanding Achievement Awards in Science and Engineering. Dr. Nergaard is associate laboratory director of RCA laboratories, Princeton, N.J. Mr. Brown, data reduction analyst with RCA service company at Atlantic Missile Range, Patrick Air Force Base, Fla.

• JAMES D. MCCRACKEN joins Packard Bell Electronics as assistant to sales manager, Home Products Div. LARRY J. KONRATH, formerly chief accountant, named controller.

• DALE MATHENY appointed sales supervisor for northwest district of Audio Products Div. of Ampex Professional Products Co., Redwood City, Calif.

• FRANK K. CLARK JR. appointed chief engineer of M.C. Jones Electronics Co., Bristol, Conn., subsidiary of Bendix Aviation Corp. Jones company manufactures test equipment for monitoring radio frequency coaxial transmission lines.

• JAMES HANNUM, formerly of Hughes Aircraft Co., appointed manager, communications research of Houston Fearless Co., Los Angeles.

• VAN M. STEVENS JR., advertising and sales promotion manager for marine products, Raytheon Co., Waltham, Mass., named assistant to corporate director.

International

• JACK DAVIDSON, executive vp of CKY Winnipeg, Man., named manager of new tv station at Winnipeg, which was recommended for license Jan. 30 by Board of Broadcast Governors (BROADCASTING, Feb. 7). R.E. MOFFAT, president of CKY Winnipeg, will be technical advisor for new tv station.

• DONALD H. HARTFORD, sales manager of CFAC Calgary, Alta., named acting manager, succeeding A.M. CAIRNS, appointed vp and general manager of CHCT-TV, that city.

• KEN MARSDEN, promotion manager of CFRB Toronto, Ont., named assistant to president.

• BRIAN JUPE named radio-tv director of McConnell, Eastman & Co., Winnipeg, Man., office.

• ANDY IRWIN to sales department and GLEN GARVIN to promotion department of CKNW New Westminster, B.C.

Deaths

MR. STAUFFER

• JOSEPH R. STAUFFER, 62, head of tv development at N.W. Ayer & Son, N.Y., until retirement last September, died Feb. 7 in Stamford, Conn. He joined Ayer as manager of radio production department, producing many series, most notably, the *Telephone Hour*.

• EUGENE W. CASTLE, 62, founder of Pacific Coast division of Fox News and founder of own firm, Castle Films, died Feb. 9 in New York.

• FORD L. MCGRAW, 49, member of technical staff of KNXT (TV) Los Angeles for past seven years, died Feb. 8 following short illness.

• JAMES E. WEMPLE, 40, account executive with KRCA(TV) Los Angeles, died Feb. 8 from injuries sustained in automobile accident.

FEB. 26: PAY TV GOES CANADIAN

2,000 subscribers signed so far for service in Toronto suburb

Canadians get their first look at pay television on Feb. 26 when around 2,000 or so subscribers in Toronto's suburban Etobicoke can drop their money into coin boxes to watch film programs.

One thing subscribers have been promised is a live closed circuit tv sporting event on Feb. 28, when the Toronto Maple Leaf hockey team plays the New York Rangers in the latter city. The game will be brought to the pay tv viewers in full at a cost expected to be $1 per set.

Early this month about 2,000 subscribers had signed up for the service in what has been estimated to be the fastest growing area in Canada. The Etobicoke western suburban Toronto area is claimed to have an immediate potential of 13,000 pay-tv homes, and TCT estimates the eventual potential of the area is 40,000, within a five mile radius of the studios.

Decided by Survey • As the result of a national survey the Toronto area was chosen as the first test for Trans-Canada Telemeter, a division of Famous Players Canadian Corp., which is affiliated with International Telemeter Corp. and Paramount Pictures Inc. Toronto viewers already have a choice of five tv stations: CBLT (TV) Toronto (ch. 6), CHCH-TV Hamilton, Ont., (ch. 11), WGR-TV (ch. 2), WKBW-TV (ch. 7) and WBEN-TV (ch. 4), all of Buffalo, N.Y. Toronto has the highest concentration of tv sets in Canada. There are about 350,000 sets in the metropolitan area (population of about 1.6 million) in a 240-square-mile area north of Lake Ontario. Toronto has the biggest Canadian income tax source per capita, has far more moving picture theatres than any Canadian city, and has always been a theatre-going urban area.

"Basically our plan is to extend the theatre box office into the home with current pictures from all major studios," E.E. Fitzgibbons, operating head of Trans-Canada Telemeter, said. "We will also have live community programs from the studios of interest to the people of Etobicoke. These and public service shows will be free. There will be a *Community Hour* magazine type show, and we have arranged with the local ministerial association and others for discussion programs.

"The film and live entertainment shows will be available on two of the three channels on the coin box. Dependent on the picture, we plan to change programs about twice a week on each channel. Some pictures may be changed as often as three times a week, others once a week."

Several methods will be used, especially the first few months, to make sample checks on viewing. This is to be done by telephone survey of subscribers and by collecting a sample number of coin boxes at frequent intervals, rather than on a monthly basis.

Installation: $5 • Subscribers pay a $5 installation charge. There are no further fixed payments. All other receipts will come to TCT by way of the coin boxes installed. About 100 miles of coaxial cable have been laid by Bell Telephone Co. of Canada under contract at a cost to TCT estimated at $300,000, with line charges to follow.

Just ahead of the cable crews TCT salesmen have for several months been canvassing the area. To date Mr. Fitzgibbons said, only three people have refused installation on the grounds they were against pay-tv in principle. TCT has opened its studios to visitors.

TCT hopes to have 5,000 subscribers by early summer. Plagued by the steel strike, sleet storms and other delaying actions, it expects to have 1,000 subscribers ready with coin boxes when it begins operations. Enough coin boxes are now arriving from the U.S. to meet installation needs.

Famous Players Canadian Corp., is financing the entire operation at Etobicoke. It has the co-operation of all major film companies and neighborhood theatres, even to the extent of being able to program the same picture being shown at a local theatre. On later installations local theatres may be asked to participate financially, and franchises may be given in various localities.

Break Even Point • The company estimates that if subscribers spend an average of $2 weekly to see films and live theatre or sporting events, it will be able to break even with 5,000 subscribers. This includes fees for film rental, theatre or sporting event costs, line charges and studio operation.

It was planned when the Etobicoke

The slot machine • The Telemeter coin box indicates the price of the program selected in the window at left. The window at right (marked credit) indicates any overpayment the pay tv viewer has made. To use the credit, the customer has only to push a black button (not shown).

installation was first announced last June that commercial advertising would be sold for use on the free community programs. This idea has now been abandoned, and there will be no advertising of any kind sold as it begins operation.

Coin boxes set on top of the tv set.

The box has three dials and a coin collecting mechanism with a magnetic tape, recording every program paid for. The collecting mechanism and tape form a sealed unit to be collected every 30-60 days and replaced with another unit. The tape is audited by computer to tell TCT officials what programs were sold.

The subscriber can turn the center knob to "On" and from the left-hand knob learn the programs available on A, B and C channels, with time and cost. This left-hand "barker" dial is free, and is operated on a continuous tape from the studios.

To Get Program • To receive a program the subscriber turns to ch. 5 at Toronto, selects the A, B or C channel on the Telemeter center knob, and turns the right-hand knob to "Telemeter."

The coin box takes coins up to 50 cents, and has two small windows, one showing the price of the show, the other a credit in the subscriber's favor, if any (see picture, page 151). Either the right amount of money can be dropped in the coin slot or a larger amount can be deposited, which will show on the credit window. Dropping the coins actuates a magnetic tape which records the transaction. The credit can be used on the next paid show by pressing a credit button near the coin slot. This will reduce the amount showing in the price window.

Subscribers can switch at any time from pay-tv to free tv programs by turning the right-hand knob to the broadcast position, and can switch back to the paid program for its duration, provided the center A, B or C channel selector is not moved. Moving it wipes out the amount paid for the show and cuts off that channel.

Live Studios • Live community shows will come from the 18 by 25 foot studio, equipped with television cameras. Here also will be made community announcements and other public service programs.

The studio at 3010 Bloor St. West, is also equipped with a Video Tape Recorder and a console which can control and mix three simultaneous pictures or television programs and four simultaneous sound programs. It was designed and built by A.G. Day, Telemeter's executive engineer.

Chs. A and B will be used for feature films and live theatrical or sporting programs. Films will be shown twice each evening, just as in a movie theatre, and the one payment will allow viewing all evening of such a film. This enables a subscriber tuning in after the start of a picture to see its completion. Both black and white and color films are being shown.

Special electronic controls permit large-screen films without distortion for the average home tv set. The top and bottom of such films will appear expanded on the tv screen, filling in the entire area, rather than making for a black line at top and bottom without the electronic controls. There will be contraction at the sides when words appear so that all letters will show on the television screen. The controls were developed by Telemeter's staff.

Theatre Chain • Famous Players Canadian Corp. and its associates operate more than 376 motion picture theatres in all 10 provinces of Canada, constituting the largest circuit of theatres in the country. It has been in business over 40 years. More than 8,000 Canadians are shareholders in the corporation.

The company also has almost 50% interest in three Canadian television stations: CFCM-TV (French) and CKMI-TV (English) Quebec City, Que., and CKCO-TV Kitchener, Ont. President and managing director is J.J. Fitzgibbons, Toronto, who also has a qualifying personal interest in each of these television stations.

When TCT announced its plans at Toronto last June, J.J. Fitzgibbons said: "We feel that pay-tv will reach the 'lost' theatre audience and will develop a totally new audience. If they won't come to the theatre, we will bring our entertainment to their homes—through the electronic theatre provided by pay-tv.

USIA reports the foreign tv picture

Television was "booming" abroad in 1959, with 349 new stations and nearly 10 million tv sets added during the year, the U.S. Information Agency is reporting today (Monday).

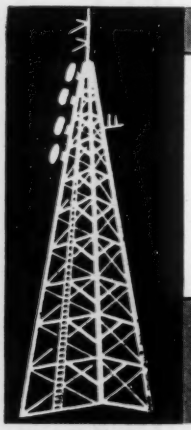
Covering all foreign countries except Canada (also excluding Armed Forces stations), USIA reports that there now are 1,088 foreign tv stations (up 47% over 1958) serving 32,090,000 receivers (up 40%). During 1959, 282 new stations began operating in the Free World and 67 behind the Iron Curtain. All told, there are 189 stations operating under communist control, 136 in Russia proper.

Italy showed the largest 1959 growth, with 91 new transmitters going on the air. West Germany had 61 new outlets, Russia 45 and Japan 38. At the end of the year, 56 countries had tv station. Seven countries—Chile, Haiti, Honduras, Panama, Lebanon, Nigeria and New Zealand—put their first tv stations in operation during the past year.

The number of foreign tv sets increased by 9,250,000 million, 7.2 million in the Free World. Total Free World sets at the end of the year reached 26.8 million, with 5.3 million behind the Iron Curtain. England leads with 10 million sets, followed by Japan, West Germany, Italy and France. USIA reported that Russia has 4 million tv sets in use.

• Abroad in brief

CBC budget • Canadian Broadcasting Corp., was allotted $71,739,400 for the fiscal year 1960-61 in the official Canadian government estimates announced at Ottawa on Feb. 4. This is up $2 million from the current fiscal year, ending March 31, in which CBC was allocated $69,641,975. This covers operating expenditures of CBC and the international shortwave service CBC operates for the Canadian government. In addition CBC receives revenue from commercial advertising on both radio and television.



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Big campaign for little cars

A couple of KPOA Honolulu personalities were clowning at an island party awhile back. An automobile dealer saw them and an act was born that may tax the talent before the month is out.

Last Monday (Feb. 8) at 6 a.m. George Kerster and Tom McCollum, went on as Tom & Jerry in the sign-on of a non-stop, 30-day campaign for HAX Automotive & Finance Co., Honolulu dealership in the German DKW car. Monday through Sunday, Tom & Jerry will originate 18 hours a day from the roof of the corner building downtown where HAX is located, while hula dancers, Tahitian dancers, musicians and other Hawaiian acts entertain in the sponsor's car lot. At midnight, the show switches back to the KPOA studio, adding six hours to the regular 18-hour broadcast day this month.

Perry W. Carle, general manager of KPOA, says the promotion is the largest automotive schedule ever placed locally, amounting to $21,000. In addition, HAX has brought schedules on two other am's and a four-week half-hour series on KONA (TV) Honolulu.

HAX' marathon on KPOA got a two-week buildup in all media. The Honolulu station, one of the Founders Corp. group (WFBL Syracuse and WSBM New Orleans), is on 650 kc with 10 kw.

Power boost campaign

WFYI Mineola, N.Y., in the days preceding a switch to 10 kw is lining up listeners in a "Bumper to Bumper Club." For the membership drive, the station has tied in with the 10-day Long Island Home Exposition, which annually draws 100,000 to the Roosevelt Raceway and Shopping Center where WFYI studios are located.

At the WFYI exposition booth, members are given buttons and the station sends them bumper strips plugging its traffic information service. Later station spotters give a silver dollar to any motorist with the bumper strip on his car and two dollars if he is wearing his membership button. The WFYI news gathering facilities are featured in an exposition exhibit which includes pictures of its sky patrol plane and foreign correspondents for the Herald Tribune Radio Network (WFYI, WVOX-AM-FM New Rochelle, WVIP Mount Kisco and WGHQ Saugerties, all New York).

• Drumbeats

WLIB's fringe audience • It looked as if hundreds of people would have to be turned away from Carnegie Recital Hall in New York, Feb. 6 when WLIB there, sponsored its seventh annual festival of Negro music and drama. After the hall, which seats 350, was filled and people kept arriving, the alert president of WLIB, Harry Novik, rushed to neighboring shops and bought several small radios which he set up in the hall's adjoining rooms. The overflow crowd of some 700 persons was then ushered in to listen to WLIB's two-hour broadcast of the festival.

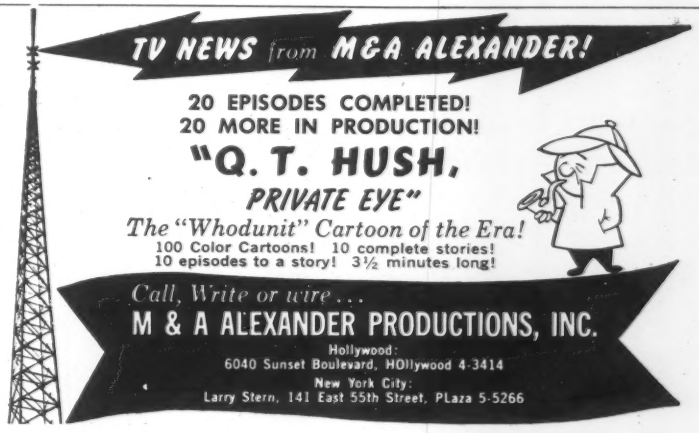
$50,000 celebration • Martin Block, veteran air personality of WABC New York, celebrated his 25th anniversary as a broadcaster Feb. 3 by raising $50,000 for the Heart Fund. Mr. Block broadcast an 11-hour auction selling personal items of famous entertainers to the highest bidder. Pat Boone (l) is shown presenting a pair of his famous white buckskin shoes to Mr. Block for auction. Highest bid: $3,000 for a Dinah Shore evening gown.

Choo-choo contest • The Brakeman Bill Lucky Train contest on KTNT-TV Tacoma, Wash., has built up quite a head of steam with 16,522 entries from area moppets in the first 10 days. Each entry is placed in a revolving drum displayed on the Brakeman Bill program and each weekday, he selects six postcards. The benevolent brakeman calls the kiddy whose name and phone number is on the card and asks him what cartoon character was last seen on the show. The child's voice is heard on the air and if he answers correctly, he is allowed to select one of the Lucky Model Trains which bears a number on its back. This number corresponds to one of the prizes, which range from toys and games to bicycles. Each entrant has more than one chance to win for the winner's card goes back into the drum. The station announces it will continue the contest for at least six months.

Last alarm • KOOL-AM-TV Phoenix is donating a historic 1920 fire engine which it has used for the past six years in parades and at civic activities to the city of Globe, Ariz. The old firefighter originally belonged to Globe and had been used for over a quarter of a century when KOOL bought it. It will be retired to a museum.

Gift of health • In response to a plea for funds from Captain Puget, children's show personality with KOMO-TV Seattle, over 15,000 children and others contributed more than $3,000 towards a hospital in the Paengnyong Islands. Sending coins to help the beleaguered people of the island (which is only 7,000 yards from the Communist North Korean mainland), viewers provided the means to help construct a hospital and pay a doctor to attend the 12,900 natives of the islands.

Logorhea • Disc jockey Coffee Jim Dandy of KDEO San Diego brought forth a deluge of words when he started a contest to see who could make the longest, grammatically correct sentence using only words beginning with one of the KDEO call letters. The winning entry was a breathtaking 1,527-word sentence for which a local housewife was awarded $50.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Station Authorizations, Applications

As Compiled by BROADCASTING

February 4 through February 10. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

ACTIONS BY FCC

Douglas, Ariz.—Douglas Telecasting Co. Granted vhf ch. 3 (60-66 mc); ERP 0.595 kw vis., 0.372 kw aur.; ant. height above average terrain-238 ft., above ground 220 ft. Estimated construction cost $26,000, first year operating cost $38,000 revenue $43,000. P.O. address Box 5570, Dallas, Tex. Studio & trans. location West of Douglas. Geographic coordinates 31° 21′ 00″ N. Lat., 109° 33′ 49.5″ W. Long. Trans. Electron, ant. Andrew. Applicant is owhed by Electron Corp. which is wholly owned subsidiary of Ling-Altec Electronics Inc. Ann. Feb. 4.

Roswell, N.M.—Roswell Telecasting Co. Granted vhf ch. 10 (192-198 mc); ERP. 332 kw vis., 264 kw aur.; ant. height above average terrain 111 ft., above ground 171 ft. Estimated construction cost $36,500, first year operating cost $88,000, revenue $93,000. P.O. address Box 5570, Dallas, Tex. Studio location Roswell, N.M. Trans. location Roswell, N.M. Geographic coordinates 33° 23′ 43″ N. Lat., 104° 31′ 20″ W. Long. Trans Electron, ant. Prodelin. Legal counsel Electron Corp., Dallas, Tex. Consulting engineer Electron Corp., Dallas, Tex. Sole owner, **William Sam Evans,** is in distributing and real estate. Ann. Feb. 4.

Existing Tv Stations

ACTIONS BY FCC

WRBL-TV, ch. 3 Columbus, Ga.—Granted renewal of licenses as modified to operate tv station on ch. 3 instead of ch. 4. Ann. Feb. 5.

WTVM (TV) ch. 9 Columbus, Ga.—Granted renewal of licenses as modified to operate tv station on ch. 9 instead of ch. 28. Includes main trans. and ant. and aux. trans. Ann. Feb 5.

WSUR-TV ch. 9 Ponce, P.R.—Granted (1) application for new cp to replace expired permit and (2) temporary authority to May 3 to operate WSUR-TV with ERP 4.4 dbk (2.73 kw) vis. and 1.4 dbk (1.37 kw) aur., and ant. height 2,590 ft. in accordance with cp, pending completion of construction and filing amendment to license application. Ann. Feb. 4.

KPAC-TV ch. 4 Port Arthur, Tex.—Granted cp to change trans. location from about 16 miles north of Port Arthur to site about 27 miles northeast of that city and 32 miles northwest of Lake Charles, La., change type trans and ant., ant. system, and increase ant. height from 700 ft. to 990 ft.; engineering condition. Commr. Lee dissented. Ann. Feb. 4.

New Tv Translators

ACTIONS BY FCC

Brownwood Tele. Cable Service, Inc., Brownwood, Tex.—Granted cp for new tv translator station on ch. 74 to translate programs of KRBC-TV (ch. 9) Abilene, Tex. Ann. Feb. 4.

Wheeler County Translator System, Wheeler County Tex.—Granted cp for new tv translator station on ch. 80 to translate programs of KVII-TV (ch. 7), Amarillo. Ann. Feb. 10.

New Am Stations

ACTIONS BY FCC

Tompkinsville, Ky.—WMVC Inc. Granted 1370 kc, 1 kw D. P.O. address Tompkinsville, Ky. Estimated construction cost $25,035, first year operating cost $30,000, revenue $36,000. Equal owners are **William H. Clark,** druggist; **Charles Vaughn,** farmer, and **Joe A. Clark,** in construction business. Ann. Feb. 10.

Rockford, Ill.—Town & Country Bcstg. Inc. Granted 1150 kc, 500 w D. P.O. address 926 Main St., Peoria, Ill. Estimated construction cost $33,375.60, first year operating cost $84,000, revenue $100,000. Principals include Pres. **John R. Livingston,** majority stockholder WPEO Peoria; Vice Pres.-Secy. **David T. Pritchard,** assistant manager, WPEO. WPEO Inc. will control majority of stock. Ann. Feb. 4.

Enterprise, Ore.—Wallowa Valley Radio. Granted 1340 kc, 250 w unl. P.O. address 307 W. Main St., Enterprise. Estimated construction cost $10,000, first year operating cost $35,000, revenue $40,000. Owners of applicant also have interest in KUGN-AM-FM, Eugene, KBZY Salem and KUMA Pendleton, all Oregon. Ann. Feb. 10.

Lansdale, Pa.—Equitable Publishing Co. Granted 1440 kc, 500 w D. P.O. address George W. Knipe, Box 390, Lansdale. Estimated construction cost $60,022, first year operating cost $67,339, revenue $68,926. Owners are **George W. Knipe** and **Howard C. Berky** (49% each), both executives in Equitable. Ann. Feb. 10.

APPLICATIONS

Chandler, Ariz.—Neil N. Levitt, 710 kc, 250 w. P.O. address 1517 W. Fairmont, Phoenix, Ariz. First year operating cost $24,750, revenue $35,000. Applicant is program director with KHAT Phoenix, Ariz. Ann. Feb. 5.

Pine Bluff, Ark.—James J. B. Scanlon, 1530 kc. 250 w D. P.O. address 1236 W. Perkins Rd., Memphis, Tenn. Estimated construction cost $10,791, first year operating cost $25,000, revenue $40,000. Applicant is associated with KWAM Memphis, Tenn. Ann. Feb. 10.

Brunswick, Georgia—Dixie Radio Inc. Amendment to cp (for new station) to change frequency from 1550 kc to 750 kc, decrease power from 1 kw to 500 w, install DA, make changes in ground system, change type trans. Delete request to change ant-trans, location (retain site as specified in original application). (Request waiver of Sec. 3.28 (c) of Rules). Ann. Feb. 5.

Great Falls, Mont.—Bible Bcstg. Assn., 730 kc, 1 kw D. P.O. address Guy A. Fry, Fort Benton, Mont. Estimated construction cost $32,846, first year operating cost $55,200, revenue $49,500. Bible Bcstg. Assn. is a non-profit religious institution. Ann. Feb. 8.

Mount Holly, N.J.—Burlington County Bcstg. Co., 1460 kc, 5 kw. P. O. address 17 Main St., Mount Holly, N.J. Estimated construction cost $128,445, first year operating cost $90,000, revenue $120,000. Principals include **Sleeper Publications Inc.** 45%, **G. Howard Sleeper,** 15%, and others. Mr. Sleeper is president and director of Sleeper Publications, a printing and publishing concern. Ann. Jan. 28.

Portland, Ore.—Wilson & Jackson Bcstg. Co., 870 kc, 50 kw D. P.O. address 6905 NE. Sacramento, Portland, Ore. Estimated construction cost $206,601, first year operating cost $144,000, revenue $160,000. Principals include **C. E. Wilson** and **P. D. Jackson,** equal partners. Mr. Wilson is majority stockholder KGRL Bend, Ore. Mr. Jackson is 50% owner KAJO Grants Pass. Ore. Ann. Feb. 10.

Post, Tex.—R. A. Noret, 1370 kc, 500 w D. P.O. address P.O. Box 597, Lamesa, Tex. Estimated construction cost $14,850, first year operating cost $30,000, revenue $40,000. Applicant was formerly motion picture exhibitor. Ann. Feb. 10.

Existing Am Stations

APPLICATIONS

KWYN Wynne, Arkansas—Mod. of license to change hours of operation from unl. to specified hours: Mon. thru Sat.: 5:30 a.m. to 6:15 p.m.; Sunday: 6:00 a.m. to 6:15 p.m. (1400 kc). Ann. Feb. 9.

KFIV Modesto, Calif.—Cp to increase daytime power from 1 kw to 5 kw, changes in DA system (one additional tower), change from DA nighttime to DA D and N (DA-2) and install new trans. (1360kc). Ann. Feb. 10.

KART Jerome, Idaho—Mod. of license to change hours of operation from unl to specified hours: (1400 kc) Mon. thru Sat.: 6:00 a.m. to 7:00 p.m.; Sunday: 7:00 a.m. to 7:00 p.m. Ann. Feb. 9.

WTCN Minneapolis, Minn.—Cp to change power from 1 kw, 5 kw LS to 5 kw, unl. (increase night power), change ant.-trans. location, install DA nighttime and new trans. (1280kc). Ann. Feb. 10.

WNAT Natchez, Miss.—Cp to increase daytime power from 250 w to 1 kw, install new trans. for daytime use (2 main trans.) (1450kc). Ann. Feb. 5.

KWBE Beatrice, Neb.—Cp to change frequency from 1450 kc to 1590 kc, increase power from 250 w, unl. to 1 kw, 5 kw-LS, install DA N and D (DA-2) and new trans. (Contingent on grant of cp for KNCY to change frequency). Ann. Feb. 4.

WGSA Ephrata, Pa.—Cp to increase power from 1 kw to 5 kw, changes in DA system (one additional tower), install new trans. (1310kc). Ann. Feb. 10.

KWHO Salt Lake City, Utah—Cp to increase power from 1 kw to 10 kw, and install a new trans. (860kc). Ann. Feb. 9.

New Fm Stations

ACTIONS BY FCC

***Arcata, Calif.—Humboldt State College.** Granted. 90.5 mc, 10w. P.O. address Arcata, Calif., % Lawrence E. Turner. First year operating cost $1,500. Ann. Feb. 10.

***San Diego, Calif.—San Diego State College.** Granted. 89.5 mc, 78 kw. P.O. address K.K. Jones Jr., 5402 College Ave., San Diego, Calif. First year operating cost $280. Ann. Feb. 10.

Santa Monica, Calif.—Santa Monica Bcstg. Co., Granted 103.1 mc, 1 kw. P.O. address 1540 3rd St., Santa Monica. Estimated construction cost $19,342, first year operating cost $32,000, revenue $35,000. Owners are J. D. and C. D. Funk (each 50%), who also have interest in KOWL Santa Monica (12½% each). Ann. Feb. 4.

***Clemson, S.C.—Clemson Agricultural College.** Granted. 88.1 mc, 10 w, P.O. address Clemson, S.C. Estimated construction cost $2,250, first year operating cost $1,116. Ann. Feb. 10.

***Provo, Utah—Brigham Young U.** Granted. 88.9 mc., 10 kw. P.O. address Provo, Utah. Estimated construction cost $500, first year operating cost $3,000. Applicant reports arrangements made for purchase of Snow College, Ephraim, Utah, fm trans. (88.9 mc), Ann. Feb. 10.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through February 10

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,400	58	82	777
FM	644	43	169	101
TV	472	51	101	122

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through February 10

	VHF	UHF	TV
Commercial	447	76	523
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through January 31, 1960

	AM	FM	TV
Licensed (all on air)	3,399	644	471[1]
CPs on air (new stations)	59	38	55[2]
CPs not on air (new stations)	78	164	96
Total authorized stations	3,536	846	670
Applications for new stations (not in hearing)	558	73	61
Applications for new stations (in hearing)	241	36	62
Total applications for new stations	799	109	123
Applications for major changes (not in hearing)	668	30	40
Applications for major changes (in hearing)	180	10	17
Total applications for major changes	840	40	57
Licenses deleted	0	0	4
CPs deleted	0	1	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Wauwatosa, Wis.—Bcstg. Inc. Granted 103.7 mc, 3.3 kw. P.O. address 2529 N. 114th St., Wauwatosa, Wis. Estimated construction cost $9,020, first year operating cost $13,000, revenue $15,000. Applicants are Robert H. Perthel and Russell H. Leitch, equal partners. Mr. Perthel is employe of Federal Aviation Authority. Mr. Leitch is in Air Force procurement. Ann. Feb. 10.

APPLICATIONS

Levittown, Pa.—O'Keefe Bcstg. Inc. 100.1 mc, 1 kw D. P.O. address P.O. Box 1490, Levittown, Pa. Estimated construction cost $9,433, first year operating cost $10,000, revenue $12,000. Principals include **Drew J. T. O'Keefe**, 60%, **William F. Waterbury** and **Jack J. Dash**, 20% each. Principals also own WBCB Levittown, Pa. Ann. Feb. 10.

Existing Fm Stations

ACTIONS BY FCC

KPEN (FM) Atherton, Calif.—Granted application to specify designation of station location as San Francisco, change studio and remote control sites. Ann. Feb. 10.

APPLICATIONS

(Call Unassigned) East St. Louis, Ill.—Mod. of cp (which authorized a new fm broadcast station) to change station location from St. Louis, Mo., to East St. Louis, Ill. Ann. Feb. 5.

WSAB Mt. Carmel, Ill.—Mod. of cp (which authorized a new fm broadcast station) to change ERP from 3.3 kw to 37.4 kw, increase ant. height above average terrain from 165 ft. to 409.8 ft., change ant.-trans. and studio location, operate trans. by remote control, change type of trans. and an.. Ann. Feb. 10.

Ownership Changes

ACTIONS BY FCC

KZOK Prescott, Ariz.—Granted (1) renewal of license and (2) assignment of license to **Harvey Raymond Odom** (part owner of KHEY El Paso, Tex., and KMOP Tucson, Ariz.); consideration $20,498 plus real estate leasing agreement. Comr. Lee absent. Ann. Feb. 4.

WTTT Arlington, Fla.—Granted transfer of control from **Theodore** and **Janet M. Weber** to **Allen Markelson**; consideration $40,000. Comr. Lee absent. Ann. Feb. 4.

WGRD Grand Rapids, Mich., WTRU, Muskegon, Mich.—Granted transfer to control from **Carlton H. Runciman** et al., to **Regional Bcstrs. of Michigan Inc.**; consideration $500,034. **William H. Rich**, transferee president, and **Alastair B. Martin**, another stockholder, own WMGW-AM-FM Meadville, Pa., and WPIC-AM-FM Sharon, Pa. Comr. Lee absent. Ann. Feb. 4.

WGLI & WTFM (FM) Babylon, N.Y.—Granted transfer of control from **William H. Reuman, Fred Barr** and **Edith Dickscheid** to **Friendly Frost Inc. (Frank Perloff**, president); consideration $275,228. Comrs. Bartley and Lee dissented. Ann. Feb. 10.

KRXL Roseburg, Ore.—Granted transfer of control from **Donn W. Radabaugh** et al., to **KYNG Radio Inc.** (KYNG Coos Bay, Ore.); consideration $95,000. Comr. Lee absent. Ann. Feb. 4.

WMFS Chattanooga, Tenn.—Granted transfer of control from **B. F. J. Timm** to **Leon S. Walton** (KOPY Alice, and has interest in KJET Beaumont, Tex.); consideration $180,000. Comr. Bartley dissented. Ann. Feb. 10.

WGNS Murfreesboro, Tenn.—Granted assignment of license to **Regional Bcstg Corp.** (KLOV Loveland, Colo., and WMMT McMinnville, Tenn.); consideration $100,000. Comr. Bartley dissented. Ann. Feb. 10.

APPLICATIONS

KCLP Rayville, La.—Seeks assignment of license of **KCIL Inc.** from **Denver T. Brannen**, sole owner, to **John Touchstone**, sole owner, for $40,000. Mr. Touchstone was formerly general manager of KRCT Pasadena, Tex. Ann. Feb. 9.

KENT Shreveport, La.—Seeks assignment of license of **Radio Shreveport Inc.** from **Troy Kaichen**, sole owner, to **Gervace Stafford**, 50%, **Edwin J. Charles**, 30%, and **Arthur P. Rykken**, 20%, for $38,000. Mr. Stafford is in securities; Mr. Charles was formerly station manager, KCKN Kansas City, Kan. Ann. Feb. 8.

WALM Albion, Mich.—Seeks assignment of cp from **Calhoun Bcstg. Co.** to **Triad Tv Corp.** Triad owns 49% of Calhoun and now purchases remaining 51% through transfer of stock in which three shares of Triad will be exchanged for each $200 worth of Calhoun stock transferred to Triad. Triad is owner of WFRL Freeport, Ill.

KVCK Wolf Point, Mont.—Seeks assignment of license of **Hi-Line Bcstg. Co.** from **Robert E. Coffee, E. E. Krebsbach** and **Mike M. Vukelich**, all 33⅓% to Robert E. Coffee and E. E. Krebsbach, equal partners, for $27,500.

WOHO Toledo, Ohio—Seeks transfer of control of **Midwestern Bcstg. Co.** from **Elizabeth M. Weber**, 16.53%, and **Sebastian N.** and **Samuel W. Sloan**, 45.11%, to Sebastian N. and Samuel W. Sloan, 61.62%, for $11,030. Ann. Feb. 4.

KADA Ada, Okla.—Seeks transfer of negative control of **KADA Bcstrs. Inc.** from **Donald L.** and **Virginia High, Anderson Brown** and **Mary K. Morris**, each couple, 33⅓%, to Anderson Brown and Mary K. Morris, and Billy T. and Katherine Hoover, equal partners, for $40,000. Ann. Feb. 5.

KWSH Wewoka, Okla.—Seeks transfer of negative control of **Tri-Cities Bcstg. Inc.** from **Donald L.** and **Virginia High, Anderson Brown** and **Mary K. Morris**, and **Billy T.** and **Katherine Hoover**, each couple 33⅓%, to Anderson Brown and Mary K. Morris, and Billy T. and Katherine Hoover, equal partners, for $18,500. Ann. Feb. 5.

WWCH Clarion, Pa.—Seeks assignment of cp of **County Bcstg. Co.** from partnership to corporation. No financial consideration or ownership changes involved. Ann. Feb. 4.

Hearing Cases

FINAL DECISIONS

By decision, Commission granted application of Santa Monica Bcstg. Co. for new class A fm station to operate on 103.1 mc in Santa Monica, Calif. Comrs. Hyde and Craven not participating. April 20, 1959 initial decision looked toward this action. Ann. Feb. 4.

By decision, Commission granted application of Town and Country Radio Inc., for new am station to operate on 1150 kc, 500 w, D, DA, in Rockford, Ill. Comr. Craven not participating. Nov. 14, 1958 second supplement to initial decision looked toward denying application. Ann. Feb. 4.

By order, Commission, on petition by applicant, made effective immediately Dec. 31, 1959 initial decision and granted application of Charlotte Radio & Television Corp. to change operation of WGIV Charlotte, N.C., on 1600 kc, from 1 kw, D, to 500 w-N, 1 kw-LS, DA-N, and change trans. location. Ann. Feb. 4.

By order, Commission made effective immediately Dec. 22, 1959 initial decision and (1) granted application of Equitable Publishing Co. for new am station to operate on 1440 kc, 500 w, DA-D, in Lansdale, Pa., and (2) denied application of Donald W. Huff for same facilities. Ann. Feb. 10.

By order, Commission granted petition by Video Independent Theaters Inc., and terminated proceeding and dismissed its application for mod. of cp of KVIT-TV (ch. 2), Santa Fe, N.M. (Permit was surrendered and call letters deleted Jan. 26 at request of permittee.) Ann. Feb. 10.

By order, Commission made effective immediately Jan. 8 initial decision and granted application of WMCV Inc., for new am station to operate on 1370 kc, 1 kw D, in Tompkinsville, Ky. Ann. Feb. 10.

INITIAL DECISIONS

Hearing Examiner Annie Neal Huntting issued initial decision looking toward denying application of WMAX Inc. for increase of power of WMAX Grand Rapids, Mich., from 1 kw to 5 kw, continuing operation on 1480 kc, D. Action Feb. 4.

Hearing Examiner Thomas H. Donahue issued supplemental initial decision looking toward granting (1) application of W. D. Frink tr/as Jefferson Radio Co., for new am station to operate on 1480 kc, 5 kw, D, in Irondale, Ala., conditioned that building designed for housing station constructed by Mr. Frink during August and Sept., 1956, will not be utilized, and (2) petition by Bessemer Bcstg. Inc., to dismiss without prejudice its application to change facilities of station WEZB Bessemer, Ala., from 1450 kc, 250 w, unl. to 1480 kc, 5 kw, D. Ann. Feb. 9.

Hearing Examiner Millard F. French issued initial decision looking toward (1) granting application of S. L. Goodman for new am station to operate on 900 kc, 250 w, DA-D, in Bassett, Va., and (2) retaining in hearing application of Cumberland Publishing Co. to increase power of WLSI Pikeville, Ky., from 1 kw to 5 kw, continuing daytime operation on 900 kc, and holding it in pending file without final action pursuant to Commission's public notice of June 18, 1957, pending ratification and entry into force of agreement between the U.S. and Mexico with respect to operation on Mexican clear channels with 5 kw power during daytime hours. Ann. Feb. 9.

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting the application of Hess-Hawkins Co. to increase daytime power of WAMV East St. Louis, Ill., from 250 w to 500 w, continuing operation on 1490 kc, 250 w, night. Ann. Feb. 10.

OTHER ACTIONS

Commission granted application of Albert L. Crain and S. Lee Braxton, d/b as Global Bcstg. Co. (2663 Spring Vale Lane), Dallas, Tex., for new international broadcast station on 15,180 kc 50 kw-D to beam programs to British Guiana, Colombia, Ecuador, Venezuela, Surinam, Peru, and parts of Bolivia and Brazil.

Continued on page 162

CLASSIFIED ADVERTISEMENTS

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Wanted: Experienced small market salesman or sales manager seeking opening in tv sales. Incentive plan, profit sharing, other plus benefits. New York state. Send resume to Box 302S, BROADCASTING.

Radio salesman network affiliate metro pop. 125,000. Number one station in three-station market. $150 weekly draw against commission. Box 311S, BROADCASTING.

Regional sales manager for top-rated 5 kw am. $150 weekly draw against commission. Write Box 312S, BROADCASTING.

Salesman: for N.C. thousand watt daytimer, can use combination announcer. Pay open. Send resume, phone number and references. Write Box 321S, BROADCASTING.

Northern California station sales staff expanding. Wants young, aggressive idea man. Company interested in man who wants to grow into executive status. Not interested in man who will make less than five figures. Our present salesmen are. Beautiful market; beautiful city; beautiful facilities; beautiful ratings. If interested, please write Box 326S, BROADCASTING.

Fulltime independent, for 23 years the leading sports station in the nation, requires combination man who can sell, announce and do play-by-play. Immediate opening, starting salary $75.00 per week, plus sales commissions. Send resume and tapes. KOCA, Kilgore, Texas.

Help Wanted—(Cont'd)

Sales

Experienced time salesman. Start at once. Non-returnable monthly draw against commission. Send photo, resume. Fred Epstein, KSTT, Davenport, Iowa.

Florida—Number one station in south Florida area offers golden opportunity for top salesman—must be experienced, aggressive, creative. Send personal resume and recommendations to Box 539, Hollywood, Florida.

Small market manager-salesman. Southeastern metropolitan group has opening, 2 experienced salesmen. Must have management potential, over 25, married. Good guarantee, rapid advancement. Send resume, late photograph, John McLendon, Suite 509 Lamar Building, Jackson, Mississippi.

Immediate opening for salesman for top-rated 5 kw radio station in excellent northwest market. Some announcing required. Man with ambition can easily earn $750-$900 per month with excellent opportunity for advancement and possible part ownership. Call, write or wire Gene Riesen, 2334 Califronia Street, Klamath Falls, Oregon. TUxedo 4-7794.

Announcers

AM-fm station with new equipment, new studios wants a new announcer who likes to earn his money. Should be experienced, stable and able to do some news. Send tape, resume to Box 770R, BROADCASTING.

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Announcer with first phone for Michigan remote operation. No maintenance . . . must be fully experienced in all-around radio work, including sales. Good salary, benefits and commission. Permanent only. Tape and resume to Box 114S, BROADCASTING.

Two announcer-salesmen. Healthy guarantee plus percentage. Southern market of 10,000. Daytimer. Kilowatt. Experience and reference required. Box 133S, BROADCASTING.

Combo job in southern market. Half-week board, half-week maintenance. Daytime kilowatt. References and experience, please. Box 134S, BROADCASTING.

Experienced morning man needed for Pennsylvania music and news, $85.00 to start. Box 161S, BROADCASTING.

Top west coast metropolitan station has immediate opening for bright personality deejay. Salary open for right man. Rush air check, resume, picture to Box 266S, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Country music announcer. Eastern independent. Solid country seeks mature voice. Excellent salary, opportunity to earn more. Send tape, background. Box 287S, BROADCASTING.

Wanted, experienced announcer-dj who would like to live in a small but lively southeastern city and work in a station that can offer you a chance for advancement. Box 304S, BROADCASTING.

Wanted: Announcer-first phone engineer for N.C. daytime thousand watter. Good pay for right man. Tell us all about yourself, send tape, phone number, and references. Box 320S, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Single station market in west Texas will need an experienced anncuncer soon. Do not apply unless you are seeking permanent employment. Sales or news background preferred, but not essential. Box 325S, BROADCASTING.

Experienced. Mature announcer. Strong in all phases. 50,000 watt adult independent. Immediate opening. Send tape and resume. Box 327S, BROADCASTING.

Combo-announcer with first ticket. No maintenance necessary. Adult format with emphasis on news. Send resume, tape and pix to G. C. Packard, KTRC, Box 1715, Santa Fe, N.M.

Staff announcers, thoroughly experienced, needed immediately for new Dallas station. Bright, modern sound—no top 40. Phone Program Director, KVIL, Dallas, Texas. Lakeside 6-6238.

Announcer with first class ticket. Station WAMD, Aberdeen, Maryland.

Night show jockey with selling ability. Salary plus commission. No rock. Immediate opening. WICY, Malone, N.Y.

Combo-man, announcer-engineer, for station increasing to 5,000 watts. Sober. Dependable. Send tape, photo, background, immediately. Manager, WMPM, Smithfield, N.C.

Combination man with first ticket. Strong on dj and news. CBS affiliate going 1 kw soon, new studios, ideal living and working conditions, permanent. Tape and resume to WELM, Box 281, Elmira, N. Y.

Immediate opening for morning man at new medium-paced community station in family group. Excellent salary and working conditions in modern new plant. Also opening for announcer—first phone. Telephone Swan 3-4104, Plymouth, North Carolina or write WPNC.

Excellent opportunity for good announcer with sales experience. $125.00 per week plus sales commission and car expense. Good music station suburban Cleveland. Send tape and resume interview later. WPVL, Painesville, Ohio.

Wanted, top announcer for top station in Illinois' largest market outside of Chicago. Contact Morey Owens, PD, at WROK, Rockford, Illinois.

Announcers. Many immediate job openings for good announcers throughout the S.E., Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Announcers. Many opportunities. Experience required. Send tapes, resumes to Paul Baron, Broadcast Manager, Lennox Personnel Agency, 630 Fifth Avenue, New York 20, New York.

Wanted—A live-wire for Philadelphia, capable of handling news stretch or deejay work. Do not call. Send tape, resume soonest to Roy Schwartz, 2047 Spring Mill Road, Conshohocken, Penna.

Technical

1,000 watt station in southeast has opening for chief engineer-combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

Experienced maintenance man for Pennsylvania station. Box 707R, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Combo job in southern market. Half-week board, half-week maintenance. Daytime kilowatt. Reference and experience, please. Box 134S, BROADCASTING.

Wanted . . . engineer-announcer for midwest daytime station. Box 274S, BROADCASTING.

Chief engineer—combo man for 1000 watt DAD Michigan station. Good salary for the right man. Send resume, references and tape to Box 282S, BROADCASTING.

Immediate opening for experienced first phone, chief engineer, with station currently 1000 watts, application for 5000 pending. Application for tv pending. Excellent opportunity in regional network chain. Employee insurance. Job with a future. Reply to Box 298S, BROADCASTING.

Immediate opening transmitter engineer—first phone 5 kw regional. Winter resort area. Salary to living cost spread good. Apartment with two bedrooms being renovated. Fringe benefits, insurance plan, accumulated sick leave. Permanent job. No drifters. Wire or call Warren Chase, Chief Engineer, WDEV, Waterbury, Vermont. CHerry 4-7376.

Wanted, man with first class license who can sell and announce. Position with a growing firm. Phone Mr. Graham, 4200, Vidalia, Ga., or write P.O. Box 454, Vidalia, Ga.

Production-Programming, Others

Copy and production man. Medium market Texas station. Also need news director. Box 177S, BROADCASTING.

50 kilowatt programming opportunity. Program director we are looking for must have McLendon, Storz, Bartell or similar experience. Must posses ideas, imagination, ability and successful background which would qualify him to make success of this key major market outlet when it goes format. Box 295S, BROADCASTING.

News director for one of the better stations in midwest. Direct completely equipped radio and tv news department. Supervise department of sister station. News personnel consists of congenial, well-trained, top-rated newsmen. Send photo and details Box 307S, BROADCASTING.

Wanted: News and sports director for 1,000 watt independent in city of 13,000. Good salary plus. Car necessary. Send full information, photo, tape and references to KSCB, Liberal, Kansas.

Experienced news-program director, good voice, ability cover local news. Top salary. KSIB, Creston, Iowa.

Top regional network has opening for experienced pd-announcer who knows his job, also straight announcers. Salary commensurate with ability. Cities from 7 to 50 thousand. Send complete information, tape, recent photo to Bob Evans, General Manager, Midsouth Network, Radio Station WELO, Tupelo, Miss. All applicants' material returned.

RADIO

Situation Wanted—Management

Station suffering because potential has not been reached? Two man management, selling, programming combination completely experienced in all phases of radio operation including news and sports who can profitably run small market station with a limited staff. Civic-minded, strong on sales, promotion. dependable, and can inspire coworkers. Desire "sick" station that we can put on top through hard-work. Work reasonably on an incentive plan. Excellent references available. Box 226S, BROADCASTING.

Former owner-manager of successful medium-market station, seeking management challenge in medium or large market. 25 years experience, most in major markets, in programming, personnel, production and sales. Strong financial and character references. Box 257S, BROADCASTING.

Chief engineer, construction, announcing, sales, looking for management opening, west. Box 262S, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Manager who moved to city wants to return to small market. Prefer Louisiana, Mississippi, Arkansas. Twelve years' experience, excellent recommendations. Box 270S, BROADCASTING.

Put ten years of experience in every phase of radio to work for you and your station. Young family man, 30, community minded, presently program director at 5 kw in major market seeking managerial opportunity in medium or small market. Psychological approach to sales, adult approach to programming. Shall we talk? Box 279S, BROADCASTING.

Good small market manager, 40, wants manager's job chance to buy stock. 13 years experience, currently managing, good air and sales, first phone, $110 and fifteen percent paid monthly, college grad, prefer 20,000 market, go anywhere. Experience all phases. Box 293S, BROADCASTING.

Sales manager for metropolitan market station. Heavy on local, retail, regional. 15 years outstanding radio time sales record as salesman and sales manager. Excellent references. Box 313S, BROADCASTING.

Mr. Owner: Let me manage your station with option to buy. Sensational management-sales record. Box 317S, BROADCASTING.

Does your station suffer from droopy sales and sagging profits? Let a dynamic, successful general manager solve your problems. Box 318S, BROADCASTING.

Management, general or sales. Ten years management experience includes tripling billing and rating against hi-powered competition. Over 40. $12,000 minimum. Box 334S, BROADCASTING.

General manager, commercial manager or national rep. Exceptional experience including sales with ZIV Television. Believe salesmen should be considered front line troops and everything and everyone else should support them. Further believe in prolific use of speculation tapes so prospect has "tangible" to buy. College, thirty-six, married. Looking for permanence, ethical operation . . . in return: Loyalty, sales results, imagination and management experience. Box 335S, BROADCASTING.

Florida . . . Am disposing of my radio interests in northern Minnesota. Interested in buying, partnership, or managing with percentage in sunshine state. RAF and USAF veteran, university graduate. Family, age 43, general manager last 10 years. Excellent track record for making money under adverse conditions. Know all phases radio, some tv, strong on sales. Harold J. Parise, 2011 10th Ave., East, Hibbing, Minnesota.

Sales

How's business? Are you making money? My vast radio experience . . . emphases on sales can make your operation tight . . . profits climb . . . I'll trade my know-how for opportunity . . . I'm ready now . . . how about you? Box 256S, BROADCASTING.

Announcers

College graduate, with training in radio announcing, wants to do play-by-play sports, especially baseball. Will go anywhere in country for promising opportunity. Box 150S, BROADCASTING.

Payola scandal hit you? I'm clean and I'm good. 5 years experience, happy, mature show. Want to keep your top rating? Box 203S, BROADCASTING.

Top rated morning man. Looking for new market. Tape and resume available. Box 231S, BROADCASTING.

Recent SRT grad, 22, single, ambitious, draft free, travel anywhere. Box 248S, BROADCASTING.

Announcer. Adult music. Intelligent, modern sound. News. Commercials. Versatile, tape. Box 255S, BROADCASTING.

Baseball announcer. Wants baseball situation only. First class broadcaster. References. Box 259S, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

DJ-announcer, 5 years experience, seeks adult music station. Currently pd-dj. Mature, voice-air sell. Prefer midwest. Box 263S, BROADCASTING.

Northwestern radio-tv grad, two years experience announcing—news my forte—smooth. Prefer metropolitan market. Box 267S, BROADCASTING.

Florida! Vacation sold me, now would like to relocate in Florida. Currently employed by major market station. Young, ambitious, three years experience. Will consider small or large market providing good living conditions prevail. Box 271S, BROADCASTING.

Attention. "Good music station." Experienced, talented announcer. Wants to relocate. Box 281S, BROADCASTING.

Young announcer looking for start in broadcasting. Broadcasting school graduate and privately tutored in speech. Some college, third phone. Very good voice. Hard, willing worker. Ambitious and anxious to please. Box 285S, BROADCASTING.

Announcer—15 years experience, all phases of radio. Available March 7. 32 years old, married. Box 288S, BROADCASTING.

Chief-combo. $120. Will learn management. Stereo station southeast. Box 289S, BROADCASTING.

Top Pulse rating past 12 months. New strangulation format makes change imperative. Six years experience 1st ticket. Not adverse to part-time pd duties, tv or sales with regular air show. Will relocate for right offer. All replies acknowledged. Box 290S, BROADCASTING.

Announcer, dj, experienced in all phases of radio. Midwest preferred. Box 291S, BROADCASTING.

Radio personality-announcer-news man, with experience from 250-10,000 watt stations, seeks quality station which appeals to adults through listenable music and responsible news coverage. Box 306S, BROADCASTING.

Untalented, unintelligent, but co-operative. Hard worker, operate board, little experience, south. Your move! Box 314S, BROADCASTING.

Announcer, 19 years experience, desires radio program directorship or sales spot with station in southwest. Box 315S, BROADCASTING.

Attention midwest stations. Veteran radio announcer, twelve years experience desires change. Reliable family man. Box 316S, BROADCASTING.

Tops in copy. Disk jockey. This idea gal's great. Hire me — don't wait. Box 330S, BROADCASTING.

Any sound you want. Network to night dj. No production. Box 331S, BROADCASTING.

Experienced young staff announcer who excels in dj work and sports play-by-play. Will liven up your station. Tape available. Box 332S, BROADCASTING.

Show that moves on air production, strong news, good voice, number one rated show in metropolitan market. Box 338S, BROADCASTING.

Immediate availability! Top-notch announcer-newscaster. Versatile, stable. Key market experience. Minimum $135. Phone: Justice 3-0884, Apartment 4, 402 Harvard, Norfolk, Virginia.

Morning man. Family. Plenty experience. Deep voice. Professional. Telephone HE. 7-4199, Morganton, North Carolina.

Staff announcer job anywhere. Willing to work hard. Had own show. Call after 4 p.m. John Burns, CO. 1-2309, 5447 W. Potomac Ave., Chicago 51.

Excellent play-by-play all sports. Top minor league baseball, college basketball, football, bowing, golf. TV-radio sports director experienced all types on-camera work. College grad, family man willing to move to good sports market needing play-by-play man. Thomas Dennin, 13 Hickory Road, Binghamton, New York, RA 4-8277.

Situations Wanted—(Cont'd)

Announcers

Florida stations—Experienced 1st phone combo—seeks future-chance to learn all phases radio-sales. Eckland, 7612 Park Avenue, North Bergen, New Jersey, UN. 3-2520.

We recommend Gene Kerol to any station needing an excellent all-around news-music man. Staff changes make Gene available now. Contact Gene Kerol, WLEU, Erie, Pennsylvania.

Negro dj, matured voice, professionally trained. Want place to start. Tape, resume available. Bob Lee, 6028 So. Drexel, Chicago.

Swingingest dj in midwest available immediately. Top fifty market. Young, single, best references, no payola, seven years experience. Call collect for tape and resume Clearbrook 5-4743. Wire Stan Major, 706 North Pine, Mount Prospect, Illinois.

First phone announcer. College and experienced in top forty and network. Some television experience. Brad Melton, 5319 Rocky Ridge, Dallas, Texas. FR 4-7568.

First phone announcer-engineer. Two years experience. Young, aggressive, versatile. Available now. Bill Mullins, Tioga, West Virginia.

Experienced announcer-producer seeks position with an aggressive and growing tv radio setup. Some net experience. M.A. Degree in speech. Good on ad lib and commercial presentation. Contact Bob Osterberg, Box 392, 60 Norma Road, Harrington Park, N.J., CL. 5-1484.

Announcer, 1st phone, $85, no car. Berkshire 7-6721 after 5 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

Announcer, dj, music for adults of all ages. Minimum experience, smooth sound. Happy morning "Sad Sack Show" or what have you? Relocate. GA 7-0447, Frank Sacks, 18505 W. 8, Detroit 19, Michigan.

Have first phone, experience, desire a permanent south-western states position as dj-combo man. Available immediately. 5800 Sunset, Hollywood, California. HOllywood 9-3181. Ken Weiss.

Experienced announcer, first phone, wants permanent job in Florida. Available immediately. Write Bill Worth, P.O. Box 1310, Orlando, Florida or phone Garden 5-7318.

Technical

1st phone—2nd engineer—5 months experience with 10kw-1kw DA. Experience in maintenance, Navy communications. Excellent reference. Box 258S, BROADCASTING.

Young colored technician, first phone and two years experience at Jersey's leading 5000 watter, three years as R.C.A. technician seeking engineer or chief's berth, eastern seaboard. Can handle diing if necessary. Box 264S, BROADCASTING.

Engineer, 8 years am, some tv, experienced chief, remote control and directional system. No announcing. Box 301S, BROADCASTING.

First phone plus eleven years varied experience, announcing, maintenance, programming. Family man. Prefer southeast. Box 329S, BROADCASTING.

Chief engineer—6 years experience, good announcer, salesman. Construction and directional experience. Desire opportunity to expand in all fields. Box 3352, Norfolk 14, Va., JU 8-1955.

1st phone, 8 years electronics experience. Desire transmitter engineer position. Age 26, veteran. 1110 North 1st St., DeKalb, Illinois.

Engineer, 33 years old, available now. 11 years, 1 month experience covering non-military, military and commercial radio. Currently chief engineer for a three tower DA-N 10 kw-1 kw. First phone. Ham tech. Call or write, Franz A. Smith, 516 South Water Street, Wichita, Kansas. Phone AM. 2-0734.

Situations Wanted—(Cont'd)

Technical

1st class license, some experience, consider working anywhere. R. D. Rathman, 2414 N. E. Highland, Portland, Oregon.

Production-Programming, Others

Professional couple seeking permanent radio home. Husband, 44, ex-CBS executive, 1st phone, all-around announcer, production, writing, administration, sales, 26 years experience. Wife, 36, office manager, bookkeeper, traffic manager, 16 years experience. West coast, Rockies, Alaska ok. We come in package deal, $8000.00 yearly minimum. Address Box 2265, Carmel, California. No, your town isn't too small. We'll come look. Box 210S, BROADCASTING.

Newsman, director. One of the best. Commercial delivery, appearance. If you have a "big station" operation, believe in getting what you pay for, and need a really top-quality man who is loyal and likes to work hard, contact: Box 272S, BROADCASTING.

By 1970 I'll be one of our nation's best producer-directors . . . right now, working hard toward that day. Experienced newsman who knows how to dig . . . write . . . edit . . . air. Production and special events minded. Married, family, veteran, loyal, brains. Box 273S, BROADCASTING.

Ten years experience radio-television continuity. Some production-directing. Mature, married, presently employed tv continuity director. Want agency or top-salary station. Box 276S, BROADCASTING.

Attention New England!!! 5 years experience. Creative, clean production. Strong on news, copy, good music. Cliff Taylor, 444 Robeson St., Fall River, Mass.

Sharp young pro, assisting pd in prestige million market. Want genuine pd position in good city. Five figures. Box 337S, BROADCASTING.

TELEVISION

Help Wanted—Management

Promotion manager. An all-around man for a well-rounded operation in television and radio. Network affiliate, largest station in major group ownership, in one of the top 15 markets. North central location with ideal living and recreational facilities. Box 339S, BROADCASTING.

Sales

Needed: Man with tv sales ability. We offer secure future, incentive plan, profit sharing, and other benefits to a man who can produce. New York state, NBC affiliate. Send resume to Box 297S, BROADCASTING.

Local tv sales manager NBC affiliate 350-000 sets. Multiple ownership. Box 309S, BROADCASTING.

Salesman NBC-tv affiliate midwest 350,000 sets. $150 weekly draw against commission. Box 310S, BROADCASTING.

Excellent opportunity for experienced time salesman with new, progressive, high-power station in exclusive uhf $427,000,000 market. ABC affiliate. To supervise 2-3 salesmen. Top commission, with possibility of override. KNBS-TV, Box 522, Walla Walla, Washington.

Wanted: Aggressive tv time salesman, for two-station live NBC operation. Salary plus commission. Opportunity for right man to become commercial manager. Send full particulars to KRSD-TV, Rapid City, South Dakota.

Salesman opportunity for good income and stable association in single station 3 network television market. If you are creative sales-wise and like selling you must do well in Wyoming's 1st market. Salary and commissions offer potentials worth investigating. Contact Bob Berger, KTWO-TV, Casper, Wyoming.

Announcers

Experienced tv announcers. Top gulf coast CBS station will interview announcers that qualify. Must be neat, clean cut. Good news voice, must be able to sell products on camera. Good salary and many extras. Send resume, tape and picture to Box 120S, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

TV announcer—must be mature, experienced, versatile, dependable. All replies confidential. Box 277S, BROADCASTING.

We are looking for a combination, fast pace, top 40 dj and live tv commercial announcer. Send picture, tape and resume to Bill Baldwin, KWWL, Waterloo, Iowa.

TV announcer, strong on camera salesman, plus production know-how. Experienced man required. Contact John Radeck, Program Director, WJBF, Augusta, Ga.

Immediate opening for experienced announcer. Send tape, resume, reference, kine or vtr to: Douglas M. Bradham, Asst. Gen. Mgr., WUSN-TV, Box 879, Charleston, South Carolina.

Technical

Excellent opportunity for well qualified man to assume chief engineer position in midwestern television station. VHF with RCA equipment. Congenial staff and fine place to settle down and go to work. Send complete resume and expected salary to Box 185S, BROADCASTING. References will be checked.

Southeastern vhf television station has opening for first class engineer. Send complete qualifications, references, photograph and salary requirements. Box 204S, BROADCASTING.

Engineer with 1st class ticket who has good announcing voice needed by three station group. Emphasis on announcing necessary but position is permanent with good pay. Tape and recent photo to Box 216S, BROADCASTING.

Midwestern vhf 3-station group has opening for transmitter supervisor and technicians, also two openings for studio engineers who can switch. Only experienced personnel who are looking for solid, permanent positions need apply. Send resume and photo to Box 217S, BROADCASTING.

Openings for two (2) permanent staff engineers. First class ticket required. Contact John Gort, KDLO-TV, Garden City, South Dakota.

Engineer with first class ticket. Master control and maintenance, RCA equipment. 48-hour week. Contact Chief Engineer, WUSN-TV, Charleston, South Carolina.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Good opportunity for television copy writer in new midwestern tv station. Some promotional experience desirable but not mandatory. Must write good sell copy. State experience and salary requirements. Box 186S, BROADCASTING.

Television newsman—if you're tops, we'll talk business. Send complete resume. No tapes. Box 278S, BROADCASTING.

Experienced copywriter. Imagination a must. Excellent opportunity. Large southeastern metropolitan vhf station. Box 292S, BROADCASTING.

TV newsman who can dig and write, must have complete familiarity silent, sound newsfilm gear. Air ability secondary. Send complete background. Large staff, full news schedule, mid-west opening in spring. Box 324S, BROADCASTING.

TELEVISION

Situations Wanted—Management

Have the ability, desire, successful sales record. Need the opportunity to build a solid future. Presently employed as tv sales manager. Box 319S, BROADCASTING.

Announcers

Announcer. On-camera commercials, news. Educated, intelligent. Light tv, plenty radio. Seeks responsible tv or radio tv with live program policy. Box 141S, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Sports-commercial announcer. Hard-hitting analysis of headline sports stories plus experienced weather-personality shows. Box 209S, BROADCASTING.

TV, two years experience, 100,000 size market, staff, personality, excellent references. Box 280S, BROADCASTING.

You'll hate yourself when you sign my pay check, but you'll love yourself when you see my returns. I know how to make money. Plenty of references, plenty of background, all in book form for your inspection. Presently five figure bracket. Box 303S, BROADCASTING.

Technical

TV audio engineer, first phone, excellent references, three years experience, panel discussions, news, weather and sports, battle of the bands, 'teen dance hops, comedy and variety. Box 261S, BROADCASTING.

First phone, 10 years experience, 1½ tv. Would like southwest. Box 275S, BROADCASTING.

Experienced switcher - director, smooth, tight production. Presently employed. Box 299S, BROADCASTING.

Production-Programming, Others

Mature man, 27, desires work in tv direction and production. Eastern station. Recent college graduate, r&tv major. Limited experience from writing to directing but worthy of consideration for any openings. Box 187S, BROADCASTING.

Producer-director. I am experienced in all phases of radio, tv, motion pictures and theatre production, and I am available immediately to a station that demands high quality, creative production. I offer network and major market experience with the highest references. Married. Box 192S, BROADCASTING.

Advertising director? No! Communications director is more to the point Functioning as coordinator and producer of advertising, promotion, public relations and research, I work on the principal that the big idea outdraws the big buck. As a seasoned pro with excellent track record at the major network, and currently producing sales-stimulating material for one of the hottest companies in the electronics field, I possess an unshakeable belief that today's broadcasters, equipment manufacturers and diaper services must communicate—using all available tools—not just advertise. Have healthy relationships with my agency, my management and my staff. Unusual executive for the right company. Please write to Box 228S, BROADCASTING.

Production manager-director: Married, four years tv experience, desires position in eastern market. Box 265S, BROADCASTING.

Film director—5 years commercial experience. All phases of tv, particularly news photography, film editing and studio engineer. College trained, relocate, prefer warmer climate. Box 300S, BROADCASTING.

Director, switcher, now employed. Seven years tv, all phases. Married with family, will relocate anywhere. Complete resume available on request. Box 305S, BROADCASTING.

FOR SALE

Equipment

Andrew 4 element antenna including brackets for side mounting. Type 1304-1 tuned to 94.9MCS. $1,000. Pultec EQP-1 high quality program equalizer infinite equalization effects. Best offer over $300.00. Box 294S, BROADCASTING.

Schafer remote control 400-R. New, never out of cartons. List $1695.00, save 25%. Box 296S, BROADCASTING.

Western Electric 250 watt am transmitter in good condition—Make offer. Peak limiting amplifier ideal as spare—Like new $100.00. Box 336S, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

RCA 76C audio console; three Gates turntables and pickup arms; Federal sync generator and power supply; two 16mm Holmes tv projectors; disc recorder vacuum chip dispenser; video PDA; two RCA pickup arms and equalizers. KUHT, Houston, Texas.

For Sale: Pix and wave form monitor, RCA MI-26135 (TM-5). Best offer above $425. Other studio and terminal equipment available. Equipment bought. What have you? Electro-Find Company, 550 5th Avenue, N. Y. C.

Video monitors. Closed circuit and broadcast, Foto-Video Laboratories Inc., Cedar Grove, New Jersey. CE 9-6100.

3 kw fm station, all equipment necessary to operation $6,000.00. Federal Field strength meter—$275.00. Limiter GE 4BA7—$750.00. Tapak (new model) recorder—$150.00. Magnecorder 101 stereo recorder—$350.00. Dual channel audio console, G.E.—$725.00. Ampex 450 tape recorder—$525.00. Ampex 300 tape recorder—$650.00 Reply to: Wayne Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

TV video monitors. 8 MC., metal cabinets starting at $189.00. Never before so much monitor for so little cost. 30 different models, 8" thru 24". Miratel, Inc., 1081 Dionne St., St. Paul, Minn.

Microwave transmission line—Andrew ⅜"—⅞"—1⅝"; semi flex and rigid types, ceramic and teflon insulated with hardware, accessories and tools. New-bargain prices. Write for listing. Sierra-Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Two 200' guyed rectangular towers, insulated face. Broadcaster will have rigger install for $3900. Also have one 300' guyed rectangular tower 24" face insulated. United Broadcasting Co., Shoreham Hotel, Suite 101-A, Washington, D.C., REpublic 5-4734.

WANTED TO BUY

Stations

Will buy all or majority of am station in New England; 20-25 years in broadcasting; presently and for past 13 years general manager and chief engineer of am facility; 1st class FCC license and know-how to go with it; put present station on the air engineering-wise; 42 years old; family man; not a get-rich quick merchant or buy-sell boy; will have to be mighty interesting to make me move. All replies on QT; expect same from you. Box 269S, BROADCASTING.

Wanted, uhf-tv station or used uhf equipment. Best price first letter. Box 322S, BROADCASTING.

Radio station owners! Radio veteran, 20 years all phases from traffic to managing, wants to invest substantial cash, in stock or straight equipment-improvements loan, plus services in radio station. Will manage or work under your manager in single or combination job as announcer, copywriter, pd, production. Interested primarily in Florida or gulf coast. Phone CA 6-5336 or write Radio Man, 1110 North Dawson St., Thomasville, Georgia.

Equipment

DuMont viewfinder, camera pan-tilt head; tripod; two tripod dollys. KUHT, Houston, Texas.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Hundreds of one-liners, quips and quotes, prepared by dj's for dj's. Send $2 to Jay-Dee Production, 633 Addison, Chicago, Illinois.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

With pride we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

BUSINESS OPPORTUNITIES

I need a partner to apply for a limited kilowatt in a prosperous top-35 area. Box 162S, BROADCASTING.

Operate profitable employment agency — home or office; part or full time. Write Personnel Associates, Box 592-BT, Huntsville, Ala.

RADIO

Help Wanted—Management

MANAGER
TELEVISION & FM EQUIPMENT SALES

The Company: Major midwest broadcast equipment manufacturer.

The Position: Manager, television and FM equipment sales from home office of leading Broadcast Equipment manufacturer. Technical background essential, must have thorough knowledge of television transmitters, FM transmitters and video equipment.

Opportunities: Unlimited. Salary and complete company benefits. A permanent position with an excellent future.

Send complete resume to Box 1815, BROADCASTING.

Sales

STAFFING new radio station in Rockford, Illinois. Will interview applicants for Sales Manager, Salesmen, Newscasters, Announcers and Copywriters. Send resume and tapes, if available, with letter outlining family status and salary requirements, to John R. Livingston, President, Town and Country Radio, Inc., P.O. Box 437, Rockford, Illinois

Help Wanted—(Cont'd)

Announcers

ANNOUNCER—
MORNING MAN

Needed immediately by top-rated northern Ohio independent. Sparkling personality and experience in fast-paced modern radio essential. Top salary for right man. Rush tape, resume and photograph to President, WCUE Radio, Inc., 41 South Main Street, Akron 8, Ohio.

ANNOUNCERS

JOB OPPORTUNITIES SLIPPING BY?
N.Y.S.A.S. is the only school in the east that offers advanced coaching EXCLUSIVELY . . . In announcing and operation of console, from disc to tape to et's, completely ad-lib for a tight format. 12 week course coached by New York Broadcasters. Get the MODERN SOUND. KNOW MODERN RADIO.
Now a limited number of beginners being accepted for special course. For appointment call Mr. Keith at SU 7-6938.
NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street New York 23, N.Y.

RADIO

Situations Wanted—Management

PRINCIPALS

Vice-President, Engineering Director, part owner KVOS-TV seeking new field. Desires planning, installation, management radio-tv domestic, overseas. Aggressive, efficient, helped build present successful operation barehands, blood, sweat. Must be opportunity participate ownership earnings.

Ernest E. Harper
Bellingham, Washington

TOP G.M. & PERSONALITY

Seldom does a station or group owner have an opportunity like this—to acquire a first class executive-personality of our mon's calibre. In 2½ years, in a very competitive market, he more than doubled our station's billing and tripled its value. Now we have sold the station and plan to take our capital gains, profits and leave the radio field. It means that our President and General Manager—a former network newscaster and personality—must find another position. This man is an exceptional executive and public spirited community leader. He is 38, married and the father of three.
If you need a man with ideas, if your sales and programming need building, if you feel your radio property has not reached its full potential, if you are looking for a man equally at home behind a desk, on the street, or in front of a microphone, then contact:
Box 260S, BROADCASTING.

MISCELLANEOUS

Introducing a new idea
in station representation

UBC SALES, INC.

Washington, D.C. — 8th & I Sts., N.W. — REpublic 7-8000
New York — Bob Wittig — PLaza 5-9145

FOR SALE

FOR SALE
TV OR FM TOWER
Priced to Sell

400 ft. Stainless Triangular Guyed Tower In Good Condition
Will Support RCA 12 Bay High Band TV Antenna

IDEAL FOR TV OR FM
Write:
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RADIO TOWER FOR SALE

445 Foot IDECO Uniform Cross-Section Guyed Tower
(Former KFWB tower)

complete with

2 Austin Transformers
2 300 MM Beacons
4 100 W Side Lights
1 Flasher Unit
Write or Phone

Harry Maizlish, c/o KRHM
DUnkirk 5-7421
3440 Wilshire Boulevard
Los Angeles

FOR SALE—(Cont'd)

PROGRAM-DIRECTOR

Improve production with the PB-101 "COUGH BUTTON" complete with cannon connectors. Simple no-noise operation.
Only $13.75
P.B. COMMUNICATIONS CO.
17 Deane St., Portland, Maine.

WANTED TO BUY

Stations

WKID Broadcasting Company, Urbana-Champaign, Illinois wishes to acquire additional radio properties. Excellent financial references. We need complete information on stations. All replies confidential. Reply to Donald Harding, Chairman Board of Directors, 18 Cambridge Lane, Deerfield, Illinois. Windsor 5-3276.

Equipment

KINESCOPE EQUIPMENT WANTED

Kinescope recorder—16 MM or 35 MM camera General Precision Laboratories unit with electronic shutter preferred. However, interested in any combination. Must be in good condition.

Box 333S, BROADCASTING

STATIONS — FOR SALE

SOUTHERN CALIFORNIA

This fulltime long established station has shown consistent ownership earnings in excess of $50,000 annually with revenues of over $175,000. Fine real estate included in price of $260,000 on terms with 29% down or $220,000 cash.

Box 235S, BROADCASTING

La.	Single	500w	52M	terms
Miss.	Single	250w	140M	terms
Tenn.	Single	1kw	75M	terms
Tenn.	Single	1kw-D	55M	terms
Va.	Single	250w	60M	terms
Ill.	Single	500w	95M	terms
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	65M	terms
Minn.	Single	1kw-D	105M	terms
Ky.	Single	1kw-D	100M	terms
Calif.	Single	250w	68M	terms
Fla.	Small	250w	55M	terms
Fla.	Small	250w	85M	terms
N.Y.	Medium	1kw-D	150M	terms
La.	Medium	1kw	150M	terms
Miss.	Medium	1kw-D	75M	terms
Ga.	Metro	5kw	200M	terms
Va.	Metro	250w	330M	terms
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	terms
Fla.	Large	5kw	185M	terms
La.	Major	250w	250M	terms
Fla.	Major	250w	250M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

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Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

ONE STATION MARKET

Southeastern daytimer.
Throws off $20,000 annually.
Priced $80,000. Terms.
Box 286S, BROADCASTING.

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NEGOTIATIONS — MANAGEMENT
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RADIO-TELEVISION STATIONS
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Security Bldg., Davenport, Iowa

Texas single regional. Making money. Good market and area. $59,500 29% down, 6 years at 6%—Southern medium market regional. In black. A value at $87,500 29%—Mid-west regional. Profitable. $175,000 29%—Southwest major fulltime regional $325,000 29%—Southwest major regional $225,000 29%—West Coast fulltime regional. $275,000. Good terms. Texas single regional $100,000. Terms. West single fulltime. $50,000 29% 7 years. PATT McDONALD CO., Box 9266, Austin, Texas. GL 3-8080. Or, Jack Koste, 60 E. 42nd, NY 17, NY. MU 2-4813.

Continued from page 156

This is the fourth current international broadcast grant by the Commission. World Wide Bcstg. System, Inc., and KGEI Inc., operate such stations at Scituate, Mass. (WRUL) and Belmont, Calif. (KGEI) respectively, and Crosley Bcstg. Corp. operates an experimental international station (KQ2XAU) at Cincinnati, Ohio. Together they operate 6 trans. However, U.S. Information Agency operates about 42 trans. in U.S. in connection with its "Voice of America" programs. Ann. Feb. 10.

By memorandum opinion and order, Commission denied petition by WIBX Inc. (WIBX), Utica, N.Y., to add programming issues in proceeding on application of Martin Karig for new am station in Johnstown, N.Y., to operate on 930 kc. Comr. Lee absent; Comr. Ford abstained from voting. Ann. Feb. 4.

By decision, Commission denied application of South Kentucky Bcstrs. to increase power of WRUS Russellville, Ky., from 500 w to 1 kw, continuing operation on 610 kc, D. Comrs. Hyde and Craven not participating; Comr. Cross dissented. Jan. 21, 1959 Initial Decision looked toward this action. Ann. Feb. 4.

By separate memorandum opinion and orders, Commission took following actions on pleadings in consolidated proceeding on am applications of Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va., et al., (1) denied petition by Peoples Bcstg. Corp. (WGAR), Cleveland, Ohio, to add programming issues as to applicants WBVP Inc. (WBVP), Beaver Falls, Pa., and Mahoning Valley Bcstg. Corp. (WBBW), Youngstown, Ohio; (2) granted petitions by WBOW Inc. (WBOW), Terre Haute, Ind., and William C. Forrest (WIBU), Poynette, Wis., to extent of adding programming issues as to applicants WSBC Bcstg. Co. (WSBC), Chicago, Ill., and Bloomington Bcstg. Corp. (WJBC), Bloomington, Ill., and denied request by Moberly Bcstg. Co. (KNCM), Moberly, Mo., contained in its comments supporting WBOW petitions; and (3) granted petition by Radio Toms River, Toms River, N.J., to extent of adding issue with respect to applicant Harlan Murrelle and Assoc., Lakewood, N.J. Comr. Lee absent; Comr. Ford abstained from voting. Ann. Feb. 4.

By memorandum opinion and order, Commission denied petition by Peoples Bcstg. Corp. (WGAR), Cleveland, Ohio, for addition of programming issues in proceeding on application of Inter-Cities Bcstg. Co. for new am station to operate on 1220 kc, 1 kw, D, in Livonia, Mich. Comr. Lee absent; Comr. Ford abstained from voting. Ann. Feb. 4.

By memorandum opinion and order, Commission denied petition by Marin Bcstg. Inc. (KTIM), San Rafael, Calif., to add programming issues in proceeding on its application to change trans. site, (operates on 1510 kc, 1 kw, D). Comr. Lee absent; Comr. Ford abstained from voting. Ann. Feb. 4.

By separate memorandum opinion and orders, Commission took following actions on pleadings in consolidated proceeding on am applications of Mid-America Bcstg. System Inc., Highland Park, Ill., et al., (1) denied petition by WPFA Radio, Inc., (WCVS), Springfield, Ill., and KFIZ Bcstg. Co. (KFIZ), Fon du Lac, Wis., to add programming issues as to applicant WHFC Inc. (WHFC), Cicero, Ill.; and (2) denied similar petition by Radio Active Inc. (KLEO), Wichita, Kan., to add programming issues as to applicant Charles B. Axton (KTOP), Topeka, Kan. Comr. Lee absent; Comr. Ford abstained from voting. Ann. Feb. 4.

By memorandum opinion and order, Commission denied petition by WMOA Marietta, Ohio to consolidate its application (for 1 kw daytime power on 1490 kc with 250 w-N, BP-13235) in hearing involving 44 other applications. Ann. Feb. 10.

By memorandum opinion and order, Commission denied petition by Transcript Press Inc., Dedham, Mass., to include financial issue as to applicant Newton Bcstg. Co., Newton, Mass., in consolidated proceeding on applications for new am stations. Ann. Feb. 10.

By memorandum opinion and order, Commission granted petition by Mile High Stations Inc., for stay of proceedings pending Commission disposition of petition for reconsideration of Dec. 8, 1959 order directing that company to show cause why license for its station KIMN Denver, Colo., should not be revoked. Comrs. Bartley and Cross dissented. Ann. Feb. 10.

By memorandum opinion and order, Commission denied six petitions by am stations for consolidation of their applications to increase daytime power to 1 kw on 1230 kc (one on 1240 kc) in hearing involving 59 other applications. Petitions denied were those of WCUM Cumberland, Md.; KISD Sioux Falls, S.D.; WERI Westerly, R.I.; WINF Manchester, Conn.; WMFG Hibbing, Minn., and WSAL Logansport, Ind. Ann. Feb. 10.

By separate memorandum opinion and orders relating to same proceeding, the Commission (1) denied petition by WTOL Toledo, Ohio, for like consolidation but accepted its application (for 1 kw daytime power on 1230 kc with 250 w-N) with file number as of Sept. 10, 1959, date it was resubmitted, and (2) dismissed similar petition for consolidation by WTIV Titusville, Pa., but accepted as of Nov. 2, 1959 amendment to its application (to change from 1290 kc, 500 w, D, to 1230 kc, 250 w-N, 500 w-LS). Ann. Feb. 10.

By order, Commission amended Sec. 4.502 and 4.603 of its rules to make frequency band 942-952 mc available to am and tv (aur.) STA stations to conform with part 2 of frequency allocations rules. Ann. Feb. 10.

By memorandum opinion and order, Commission denied petition by Norman O. Protsman (WMAF) Madison, Fla., requesting waiver of sec. 1.106 of rules to permit consolidation of his application to increase daytime power from 250 w to 1 kw on 1230 kc with other applications in proceeding involving like power increase application by WAYX Waycross, Ga. Ann. Feb 10.

By memorandum opinion and order, Commission denied petitions by Beacon Bcstg. System Inc., Grafton-Cedarburg, Wis., for (1) review of Examiner's ruling permitting Suburban Bcstg. Inc., Jackson, Wis., to amend its financial proposal and (2) enlargement of issues as to applicant Suburban in consolidated proceeding on their am applications and that of American Bcstg. Stations Inc. (KWMT) Fort Dodge, Iowa. Ann. Feb. 10.

By memorandum opinion and order, Commission denied petition by Dixieland Bcstrs., Tampa, Fla., for clarification or addition of programming issues in Cookeville, Tenn., am consolidated proceeding. Comr. Lee absent; Comr. Ford abstained from voting. Ann. Feb. 4.

By memorandum opinion and order, Commission, on protest and petition for reconsideration by Tucson Television Inc. (KGUN-TV ch. 9), Tucson, Ariz., designated for hearing applications of Alvarado Television Inc., formerly Arizona Bcstg. Co. (KVOA-TV ch. 4), Tucson, to increase ERP and ant. height, change studio location and trans. site, etc. and Old Pueblo Bcstg. Co. (KOLD-TV ch. 13), Tucson, to increase ERP and ant. height, change trans. site, etc. postponed effective dates of Dec. 2, 1959 grants of applications; and made KGUN-TV party to proceeding. Ann. Feb. 4.

Modern Bcstg. Co. of Baton Rouge Inc., Community Bcstg. Inc., Baton Rouge, La.— Designated for consolidated hearing applications for new tv stations to operate on ch. 9. Ann. Feb. 10.

Routine Roundup

ACTIONS ON MOTIONS

Upon petition by NAB, Commission, on Feb. 4, extended time for filing comments from Feb. 8 to April 11 and for replies from March 9 to April 25 in rulemaking involving transmission tolerances proposed for CONELRAD attention signal. Action Feb. 5.

By Chairman John C. Doerfer

Granted petitions by Times and News Publishing Co. (WGET), Gettysburg, Pa., Price Bcstrs. Inc., Frederick, Md., and the Broadcast Bureau for various corrections to transcript of oral argument in proceeding on am applications of Times and News, Price Bcstrs., and The Monocacy Bcstg. Co., Gettysburg. Action Feb. 4.

By Commissioner T.A.M. Craven

Granted petition by Seward County Bcstg. Co. for extension of time to and including Feb. 1 to file its brief in support of exceptions to initial decision in proceeding on application of Dodge City Bcstg. Inc., for new am station in Liberal, Kan. Action Feb. 2.

By Chief Hearing Examiner James D. Cunningham

Granted petition by Kay Kis Corp. (KKIS), Pittsburg, Calif., for leave to intervene with reference to each of governing issues in proceeding on application of Service Bcstg. Co., for new am station in Concord, Calif. Action Feb. 3.

Upon request of M & M Bcstg. Co. (WLUK-TV), Marinette, Wis., scheduled oral argument for 9:15 a.m., Feb. 10 on petitions by Air Transport Assn. of America and Air Line Pilots Assn. International for leave to intervene in proceeding on M & M's application for mod. of cp. Action Feb. 5.

Ordered resumption of hearing on Feb. 17 in proceeding on application of Spartan Radiocasting Company for mod. of cp of station WSPA-TV (ch. 7), Spartanburg; denied requests by Wilton E. Hall (WAIM-TV, ch. 40), Anderson and Greenville Tv Co. (WGVL, ch. 23), Greenville, all South Carolina, for issuance of subpoenas *duces tecum*. Action Feb. 8.

By Hearing Examiner J.D. Bond

Granted petition by Broadcast Bureau for extension of time from Feb. 2 through Feb. 15 to file responsive pleadings to joint petition by Coastal Television Co., Supreme Bcstg. Inc., and New Orleans Television Corp. to delete issue and for other relief in New Orleans, La., tv ch. 12 proceeding. Action Feb. 2.

Granted petition by Union County Bcstg. Co. for leave to amend its application for new am station in Morganfield, Ky., to include supplementary financial data; granted petition by Broadcast Bureau for an extension of time to Feb. 19 to file responsive pleadings to petition by Union County for severance and grant of its am application which is in consolidated proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action Feb. 5.

By Hearing Examiner Basil P. Cooper

Scheduled prehearing conference for Feb. 26 in proceeding on fm applications of Eastern States Bcstg. Corp. (WSNJ-FM), Bridgeton, N.J., et al. Action Feb. 1.

By consent of all counsel, continued evidentiary hearing from Feb. 4 to Feb. 12 in proceeding on am application of Tri State Bcstg. Co. (WONW), Defiance, Ohio. Action Feb. 3.

Received in evidence Exhibit No. 4 of W.H. Hansen and closed record in proceeding on applications of Hansen and Grabet, Inc. Radio Enterprises for new am stations in Tucson, Ariz. Action Feb. 5.

By Hearing Examiner Thomas H. Donahue

Granted motion by Caro Bcstg. Co. for extension of time from Feb. 8 to Feb. 12 to file proposed findings of fact and conclusions of law in proceeding on its application and that of Tuscola Bcstg. Co., for new am stations in Caro, Mich. Action Feb. 8.

By Hearing Examiner Millard F. French

Received in evidence applicant's exhibit 5 and record closed in proceeding on am application of Muhlenberg Bcstg. Co. (WNES), Central City, Ky. Action Feb. 5.

By agreement of parties, ordered resumption on Feb. 12 of hearing in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Feb. 5.

By Hearing Examiner Walther W. Guenther

Pursuant to agreements reached at Feb. 2 prehearing conference, scheduled various procedural dates in proceeding on application of Coast Ventura Company (KVEN-FM), Ventura, Calif.; continued hearing from Feb. 18 to April 19. Action Feb. 3.

Granted joint request by parties and continued prehearing conference from Feb. 9 to Feb. 24 in proceeding on applications of The Walmac Co., for renewal of licenses of stations KMAC (AM) and KISS (FM), San Antonio, Tex. Action Feb. 4.

By Hearing Examiner Isadore A. Honig

Issued memorandum of ruling formalizing announcement of ruling made by examiner after oral argument held on record Feb. 2 in proceeding on application of M & M Bcstg. Co. (WLUK-TV ch. 11), Marinette, Wis.; denied petition by Federal Aviation Agency on behalf of itself and Departments of Army and Navy for indefinite extension of time for exchange of proposed technical exhibits and of lists of proposed witnesses and for commencement of hearing, and ordered that time for filing any appeal will run from release date of memorandum of ruling Feb. 4. Action Feb. 3.

Issued order following prehearing conference in proceeding on application of Radio New Smyrna Inc., for new am station in New Smyrna Beach, Fla.; scheduled hearing for March 16. Action Feb. 4.

By Hearing Examiner Annie Neal Huntting

Granted petition by United Bcstg. Co. (KVOG) for extension of time from Feb. 1 to Feb. 5 to submit revised exhibits in proceeding on its am application and that of Pioneer Bcstg. Co., Spanish Fork and Ogden, both Utah. Action Feb. 3.

By Hearing Examiner H. Gifford Irion

Upon petition by Minnesota Radio Co., continued from Feb. 1 to Feb. 5 date for exchange of written lay cases and rebuttal engineering and from Feb. 11 to Feb. 15 for hearing in group A in proceeding on am applications of Charles J. Lanphier, Golden Valley, Minn., et al. Action Feb. 2.

Granted motion by Iowa City Bcstrs. Inc., for leave to amend its application for new am station in Iowa City, Iowa, to change frequency requested from 1380 kc to 1510 kc and application, as amended, is removed from consolidated proceeding with am applications of A.F. Misch for new am sta-

tion in Coffeyville, Kan., et al., and returned to processing line. Action Feb. 2.

Pursuant to agreement at Feb. 2 prehearing conference, continued hearing from Feb. 17 to April 11 in proceeding on applications of Sam H. Bennion and James C. Wallentine for new tv stations to operate on ch. 10 in Pocatello, Idaho. Action Feb. 4.

Granted petition by Walter L. Follmer, Hamilton, Ohio, Interstate Bcstg. Inc. (WQXR), New York, N.Y., and Booth Bcstg. Co. (WTOD), Toledo, Ohio, for indefinite continuance of hearing scheduled for Feb. 9 in proceeding on their am applications. Action Feb. 8.

By Hearing Examiner David I. Kraushaar

Granted motion by Suburban Bcstrs. for extension of time to Feb. 15 to reply to or oppose petition by Metropolitan Bcstg. Corp. to enlarge issues in proceeding on Suburban's application for new fm station in Elizabeth, N.J. Action Feb. 4.

By Hearing Examiner Jay A. Kyle

Upon request by Broadcast Bureau, continued prehearing conference from Feb. 9 to Feb. 11 at 2 p.m. in proceeding on applications of WBUD Inc. and Concert Network Inc., for new fm stations in Trenton, N.J. Action Feb. 8.

By Hearing Examiner Elizabeth C. Smith

Granted petition by Miami Valley Christian Bcstg. Assn. Inc., Miamisburg, Ohio, accepted amendments concerning financial arrangements in connection with its am application which is in consolidated proceeding with am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al. Action Feb. 4.

By Hearing Examiner Forest L. McClenning

On own motion, scheduled further hearing for Feb. 16, 1960 in proceeding on applications of Plainview Radio and Star of Plains Bcstg. Co., for new am stations in Plainview and Slaton, both Texas. Action Feb. 4.

On own motion, continued without date hearing scheduled for Feb. 8 in proceeding on application of Southbay Bcstrs. for new am station in Chula Vista, Calif. Action Feb. 5.

By Hearing Examiner Elizabeth C. Smith

Granted petition by Charles H. Chamberlain, applicant in proceeding on am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al. and extended from Feb. 5 to Feb. 19 time to exchange preliminary engineering data for group 2. Action Feb. 3.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of February 5

WBML & WOGA Macon, Ga., and Chattanooga, Tenn.—Granted mod. of licenses and cp to change name to Middle South Bcstg. Co.

KIDD Monterey, Calif.—Granted cp to change trans. location, install new trans., make changes in ant. system, change ant.-trans. location, and make changes in ground system.

WITH-FM Baltimore, Md.—Granted cp to install new trans. and decrease ERP to 10.9 kw; remote control permitted.

KBUB Sparks, Nev.—Granted mod. of cp to change trans. and studio location, make changes in ant. system (decrease height), redescribe ant.-trans. and studio location (no change in coordinates).

WDSM Superior, Wis.—Waived Sec. 3.30(a) of rules to permit identification of its location as Superior, Wis.; remote control permitted while using non-DA.

KLYD Bakersfield, Calif.—Granted change of remote control authority.

Following stations were granted extensions of completion dates as shown: WBVP-FM Beaver Falls, Pa. to May 6. and WCCC-FM Hartford, Conn. to April 1.

Actions of February 4

WCCN Neillsville, Wis.—Granted relinquishment of positive control by **Herman North** through sale of stock to **Howard Sturtz Jr.**

Granted licenses for following am stations: KCFA Christian Services, Inc., Spokane, Wash., and KGRL K-GRL Bcstrs., Bend, Ore.

KXLY-FM Spokane, Wash.—Granted license for fm station; and change type trans. and studio location (same as trans. location).

KETO-FM Seattle, Wash.—Granted license for fm station; remote control permitted.

K70AW La Grande, Ore.—Granted license covering changes in tv translator station.

KMOX St. Louis, Mo.—Granted mod. of license and cp to operate main and aux. trans. by remote control; without prejudice to such further action as Commission may deem warranted as a result of final determinations with respect to: (1) the report of network study staff; (2) related studies and inquiries now being considered or conducted; and (3) pending anti-trust proceedings involving CBS.

K76AR, K78AL, K80AR, K82AI Kabetogamma and Orr, Minn.—Granted cps to replace expired permits for tv translator stations.

K73AN Eureka, Nev.—Granted mod. of cp to change type trans.

Actions of February 3

WTRU & WGRD Muskegon and Grand Rapids, Mich.—Granted assignment of licenses to **Regional Bcstrs. of Michigan Inc.**

WTRU Muskegon, Mich.—Granted assignment of license to **Music Bcstg. Co.**

K77AL, K74AU Spencer, Iowa—Granted licenses covering changes in tv translator stations.

K79AK Milton - Freewater, Ore.—Granted mod. of cp to change primary tv rebroadcast station from KREM-TV ch. 2, Spokane, Wash. to KXLY-TV ch. 4, Spokane, Wash.

WGHF (FM) Brookfield, Conn.—Granted mod. of SCA to change sub-carrier frequencies from 32.5 and 67 kc to 41 and 67 kc.

WKY-TV Oklahoma City, Okla.—Granted extension of completion date to Feb. 29 (aux. ant.).

Actions of February 2

KSTN Stockton, Calif.—Granted cp to install present trans. (present location of main trans.) as alternate main trans.

WIKY-FM Evansville, Ind.—Granted cp to increase ERP to 36 kw, change type trans. and make changes in ant. system; remote control permitted.

***WFIU (FM) Bloomington, Ind.**—Granted cp to increase ERP to 75 kw, decrease ant. height to 245 ft. and install new ant.

WFDS-FM Baltimore, Md.—Granted cp to decrease ERP to 8.7 kw, increase ant. height to 680 ft., change type trans., ant.-trans. location, studio location and make changes in ant. system.

Following stations were granted extensions of completion dates as shown: KBBW (FM) San Diego, Calif. to June 13; KZUS-FM Opportunity, Wash. to July 20; WGAL-FM Lancaster, Pa. to July 21; WGOR Georgetown, Ky. to March 1; WDLM East Moline, Ill. to April 1; WAMS Wilmington, Del. to March 6.

KSTB Breckenridge, Tex.—Granted authority to sign-off at 6 p.m. for period ending Sept. 30.

Actions of February 1

KBAS-TV Ephrata, Wash.—Granted license for tv station; ERP vis. 14.2 kw, aur. 7.08 kw; ant. 830 ft.

NBC Los Angeles, Calif.—Granted cp and license for two trans.; without prejudice to such action as Commission may deem warranted as result of its final determinations with respect to: (1) the conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by Commission; and (3) pending antitrust matters

WFHR Wisconsin Rapids, Wis.—Granted mod. of cp to make changes in DA system.

WEZB Bessemer, Ala.—Remote control permitted.

PETITION FOR RULEMAKING FILED

Waco Bcstg. Corp., Waco, Tex.—Requests allocation of ch. 12 to Waco, Tex. and waiver of standard minimum spacing requirements of Sec. 3.610 of rules in order to permit proposed allocation. Ann. Feb. 5.

Staff Instructions

Commission on Feb. 3 directed preparation of document looking toward reconsideration of May 20, 1959 decision and granting application of Wayne M. Nelson for new am station to operate on 960 kc, 500 w. D, in Concord, N.C., and denying mutually exclusive application of Fred H. Whitley for new station on same frequency with 1 kw, D, in Dallas, N.C. May 20, 1959 decision was stayed on July 30, 1959 pending action on petitions for reconsideration. Ann. Feb. 4.

Commission on Feb. 3 directed preparation of document looking toward denying application of Paul A. Brandt for new am station to operate on 1450 kc, 100 w, unl., in Gladwin, Mich. Sept. 15, 1959 initial decision looked toward granting application. Ann. Feb. 4.

Commission on Feb. 3 directed preparation of document looking toward granting application of Times and News Publishing Co. to change facilities of station WGET Gettysburg, Pa., from 1450 kc, 250 w, unl., to 1320 kc, 500 w-N, 1 kw-LS, DA-2, and denying applications of Price Bcstrs. Inc., for new station to operate on 1320 kc, 1 kw, D, in Frederick, Md., and Monocacy Bcstg. Co. for new station on 1320 kc, 1 kw, DA-2, unl., in Gettysburg. June 23, 1959 initial decision looked toward granting Price and denying Monocacy and WGET applications. Ann. Feb. 4.

Equipping a Radio Station?

Type BQ-51A/BA-51A

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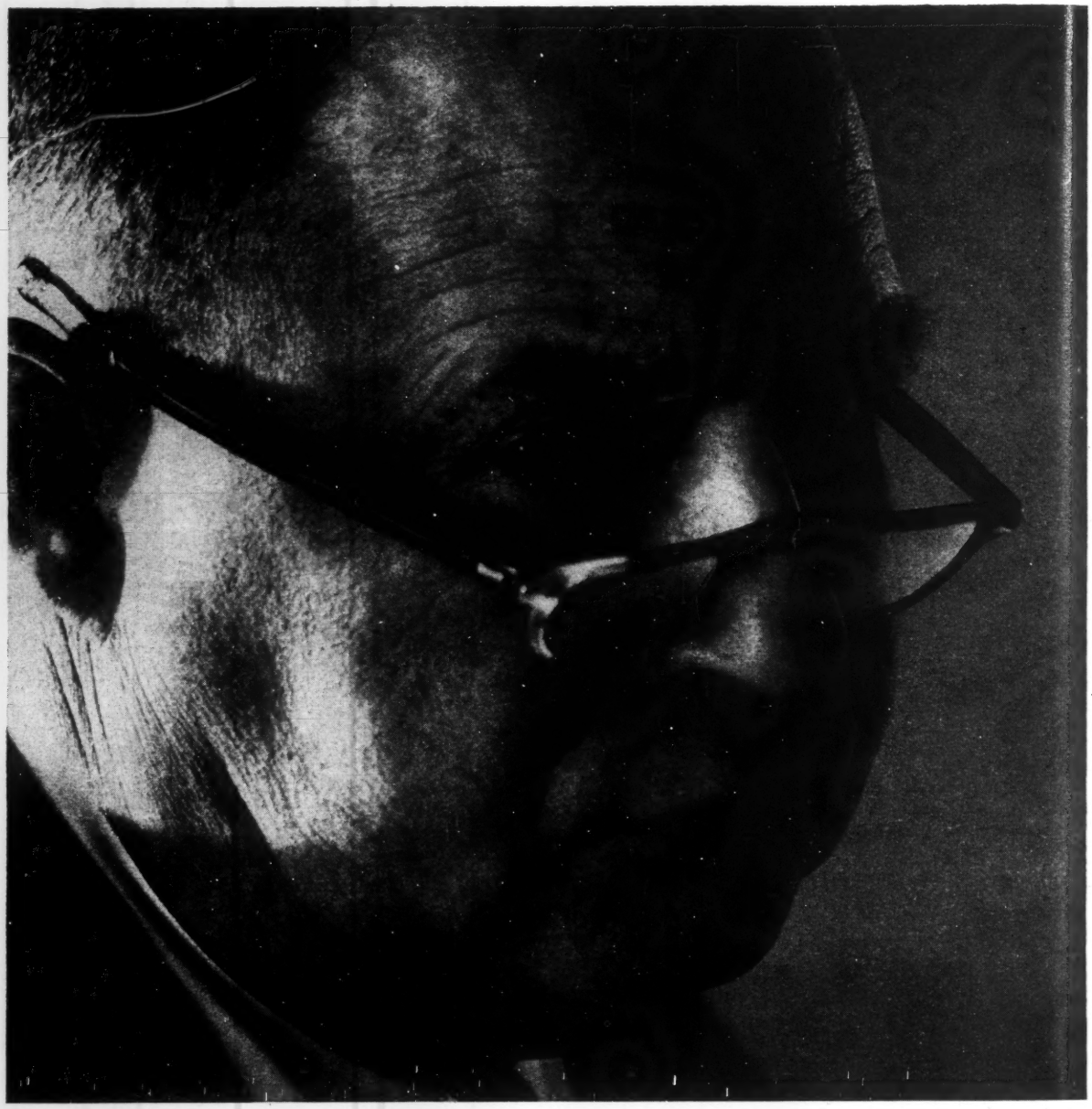

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OUR RESPECTS TO...

Thomas Pescud Chisman

No one would ever accuse Tom Chisman of walking on eggs.

Walking a tightrope, perhaps. But not eggs. Egg-walkers simply don't practice the art of plain talk the way Mr. Chisman does.

This inborn faculty was whetted on the stone of economic necessity. Mr. Chisman founded and for six years operated WVEC-TV Norfolk-Hampton, Va., as a uhf outlet in a vhf market. Finally, last November, he flipped the switch to put WVEC-TV on vhf ch. 13, thus securing an even stronger position as a significant competitive factor in the broadcast community there. The move to ch. 13 came after merger of three applicants competing for the vhf.

WVEC-TV now is an ABC-TV affiliate, supplementing this service with substantial educational and other local public interest features. It has alternate main studios and full production facilities in both Norfolk and Hampton. WVEC-TV has a radio affiliate in Hampton, WVEC, which Mr. Chisman put on the air in July 1948.

Not Done Alone • Many have showered Mr. Chisman with personal praise for surviving his uhf venture successfully, but the youthful executive nips this exuberance in the bud. Talking plainly he observes he could not have sustained this service to the Norfolk area without "friends" such as General Electric and NBC executives Tom Knode and Dave Adams (WVEC-TV was an NBC-TV affiliate while on uhf). Among these and others who encouraged him during trying times, he also includes his older brother, J.W.W. (Bubber) Chisman, and his station staff.

The staff of 32 agreed to an across-the-board salary cut in July 1958 (since restored, plus other increases) in order to help WVEC-TV survive. Of this group, 28 are still serving the station. "With loyalty like this, how can an operation fail?' Mr. Chisman asks.

WVEC-TV is in its third year of presenting nearly 2½ hours daily of in-class educational programming for area schools. Some 13,000 pupils are learning American and Virginia history, Spanish, science and mathematics in these tv classes. Last year the Governor of Virginia appointed Mr. Chisman to a special Virginia State Commission on Educational Tv. This body has explored and recommends use of regular commercial tv facilities for educational programming pending any establishment of fulltime educational outlets.

"For our new generation, television will be as important an adjunct to education as the textbook is today. I really believe this," Mr. Chisman says. Education is part of the commercial broadcaster's responsibility to his community, Mr. Chisman asserts, "and he must help" educators learn how to make the fullest, most effective use of this new medium. The Norfolk experiment has been under the auspices of Ford Foundation aid.

The Public Knows Best • Mr. Chisman talks plainly about threats of government regulation of broadcasting. Last month he told the Norfolk Kiwanis Club, "Tv is capable of greatness. However, government regulation will not end abuses in the industry. In the end the public must decide what it wants."

He asked his audience, "What right have you to expect to be entertained all the time?" He reminded them, "If you don't like what you see on tv, turn it off. The finest censor you have of television is the on-off button." Even the Chisman children can't watch tv after 7 p.m. on school nights.

It's impossible for a tv station to be "everything to everybody," he notes. "That's why we've concentrated on our educational series."

Mr. Chisman also believes in backing his network "100%." If an affiliate is going to be worth its salt, he says, the network must have full cooperation. This effort is bolstered by strong local service, he stresses.

The Chisman family has been making its mark on the Hampton scene since 1621. Thomas Pescud Chisman arrived Dec. 8, 1921. He was one of six children. Their father died when he was 11, so he learned at an early age some of the economic facts of life. He delivered his share of newspapers, started working at a gas station when 14 and helped earn his way through the U. of Virginia with a variety of business operations. Some of his classmates were announcers at WCHV Charlottesville, Va., marking his first interest in broadcasting.

WVEC-AM-TV's CHISMAN
His language is plain

Starting in Radio • During World II he served as lieutenant (j.g.) and executive officer aboard an LST on ammunition duty in the Atlantic. After the war he worked with his brother in the retail oil business, but felt his future could be brighter in radio. After exploring station operation at WFIL Philadelphia and WCHV, he ventured on the air with WVEC as its president-general manager. He holds the same title now at WVEC-TV.

Mr. Chisman continued his military affiliation as a major in the National Guard 1947-50 and during 1950-52 he was called to active duty as captain in the Army, commanding an anti-aircraft battalion defending the National Capital (he says he frankly would have preferred Korea to his "paper-clip war").

Mr. Chisman has served in a number of executive positions with the Virginia Assn. of Broadcasters, is president for the 1959-60 term. In 1954 he was one of the originators of the Committee for Competitive Television, the national group which fought to strengthen the survival prospects of uhf in the long-established vhf climate. Locally he is one of seven commissioners on the Peninsula Port and Industrial Authority. He is director of the Peninsula Industrial Commission and the Peninsula Assn. of Commerce and previously had served with various other civic, business and fraternal organizations.

WVEC-AM-TV have received numerous citations attesting to their part in this community service. On Jan. 29, for example, WVEC-TV aired a half-hour tribute to Hampton on the occasion of its 350th birthday.

Apparently Mrs. Chisman is a plain talker too. Back in 1943, when she was still Miss Martha Pamela Merritt, she received a letter from Mr. Chisman which indirectly speculated about possible discussion of matrimony after completion of certain education, establishment in the business world, etc. Her reply: they would be married that October. They were.

The Chisman children include Thomas Jr., 14; Martha Pamela, 12; Lila Elizabeth, 10, and Anne Meriwether Miche, 4. Occasionally Mr. Chisman enjoys his game of golf, but more frequently he's relaxing by swapping notes with his son about sailing and speed boating.

EDITORIAL

He who throws stones

FAIR-minded people are bound to feel that broadcasters and advertisers are being subjected to cruel and unusual punishment.

Admittedly, some broadcasters and some advertisers and agencies were caught napping on quiz program trickery or payola or misleading commercials. But they moved swiftly as soon as the abuses were disclosed. The FCC, although it may have dawdled before, acted as expeditiously as the law permitted. The FTC even more promptly instituted proceedings in its area of authority amid charges it was going beyond the law.

When the stunning disclosures emerged from the House Legislative Oversight Committee last fall on quiz-rigging, there were expressions from high places that the shortcomings should be corrected from within—by voluntary self-discipline—to avoid legislation that might veer dangerously toward censorship. The President, the Vice President, the Attorney General, the FTC and the FCC, as well as many Congressional leaders urged voluntary action.

And that is exactly what has been happening. Individual broadcasters swiftly took inventory and fired offenders—both in quiz-rigging and in payola. Networks invoked new disciplines to purge their schedules of deceitful or improper practices. NAB strengthened its voluntary codes. Advertisers and agencies convoked extraordinary meetings to clean house and clean up copy.

It seemed all were convinced that broadcasters and advertisers had seen the light—all except the House Oversight Committee. First came its "interim report" (handed out Friday, Feb. 5, but for release on Sunday, usually a dull news days). Then, last Monday, it resumed hearings, snatching headlines on payola, even though the FCC already had instituted rulemaking proceedings to end that and other objectionable practices, and the FTC had been moving almost daily against recording companies, distributors and others on the hand-out end of payola.

How many times does the committee want the broadcasters to say "uncle"? Payola and quiz-rigging are as dead as the hula hoop. They died the day they were exposed. No station would dare risk loss of its license by willfully permitting undercover payments to disc jockeys or smuggled unpaid advertising on its facilities. And if one did, the FCC can take punitive action, not only under seldom-exercised existing regulations but under its proposed new rules, which should be implemented forthwith.

So *some* broadcasters and *some* advertisers were duped. It won't be the last time in our country that such things will happen. The record also shows that *some* members of Congress (and others in public life) have been indicted for tax evasion, bribery and various forms of payola, like mink coats, refrigerators and oriental rugs. *Some*, without contributing anything to benefit the public, have gone on junkets at taxpayers' expense, using counterpart funds for spending money. Some have and do practice nepotism, not necessarily a nefarious practice, but certainly questionable if the government does not get its *quid pro quo* in services performed. Then there's patronage wherein unqualified but politically loyal folks have been known to get good-paying sinecures.

The number of Congressmen who have abused their privileges is obviously a fraction of the total Congress. The number of broadcasters and advertisers who have misled the public is a minute percentage of the legions in these proud and hitherto respected professions. It should be noted that Congress has been in business 184 years; radio 40 years and television just about a decade as a full-blown mass medium.

In its "interim report," the House Committee ignores the maxim that he who is governed least is governed best. It has thrown together a mish-mash of legislative proposals going beyond anything ever seriously entertained by any Congress.

The report is a shining example of inconsistency. After holding that the FCC and the FTC have ample authority to "eradicate most, if not all, of the deceptive and corrupt practices in broadcasting" it reaches the conclusion that broadcasters cannot be relied upon to correct abuses and that all indications "point unmistakably to the need for further legislation." There are equally muddled observations, legal misinterpretations and non sequiturs.

Chairman Oren Harris says he will seek legislative action at this session. This does not square with what the leadership on both sides has indicated, particularly in the light of early July adjournment in time for the political conventions.

There's no urgent need, therefore, to discuss the merits of the committee report. It does not constitute legislation. Bills to outlaw payola and fraudulent practices, however, might well be enacted. No responsible broadcaster would offer serious objection. Network licensing and authorization of suspensions or fines present infinitely more delicate problems, and Congress can be expected to move on them with care and deliberation.

There has been a superabundance of loose talk and shallow thinking. The Oversight Committee cannot be denied credit for exposing wrongdoing. It has put broadcasters and advertisers and the regulatory agencies on their good behavior.

The fast and loose era is over. Broadcasters and advertisers, and all media, will find it tougher to do business with the government. They are under surveillance as never before.

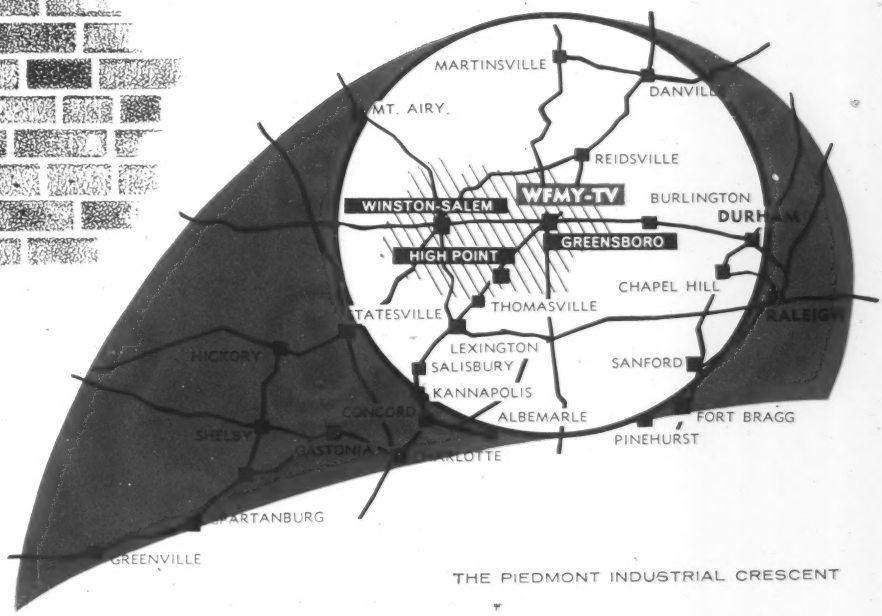
All must police their ranks to eliminate the offenders and the charlatans. The alternative will be regulation that will be harmful, restrictive and dangerous to our free institutions.

Based on past performances, the Oversight Committee can be expected to lay it on as long as it can capture headlines from a gloating press. It has $450,000 to spend. And we imagine every subcommittee member feels he can ride the investigation hell-bent for higher political office.

Advertising and advertising media will be judged on the basis of what takes place between now and when the new Congress and administration take over next January. A good start has been made in self-correction. There can be no letdown if onerous legislation is to be avoided.

Drawn for BROADCASTING by Sid Hix

"How about a little payola for me not *to play these records?"*



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